PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

well, just don't sit there—

THE MORE SUCCESSFUL the business, the greater the competition. This is age-old economic law. It applies to stations. But never has it been as easy for leaders to crack as it is today. The kind of selling and programming strategy which has kept WOR's popularity at the top of the tube year after year is not necessarily the kind that will keep it there forever. WOR is keenly aware of this.

Always a leader in news and news analysis, WOR is now devoting more time, care and man-hours to this vital commodity in this election year. WOR's duty, too, is variety. Comedy and the light touch are getting no less attention. Nor is the pleasant gabble about shops, sports and life as it is lived. Here, too, one will hear the voice of a gay satirist, music—from Stravinsky to Shaw—and . . . oh, a thousand things.

We believe that this awareness of change and quick adaptability has been a vital part of WOR's leadership for more than 25 years. We know that it has created miracles for advertisers and their agents. We have proven that 34,057,161 people in 420 counties in 18 states revel in it. Well, gentlemen, just don't sit there staring; this powerful thing called WOR can work wonders for *you*, at an absurdly low cost. Our address is WOR, at 1440 Broadway, in New York.

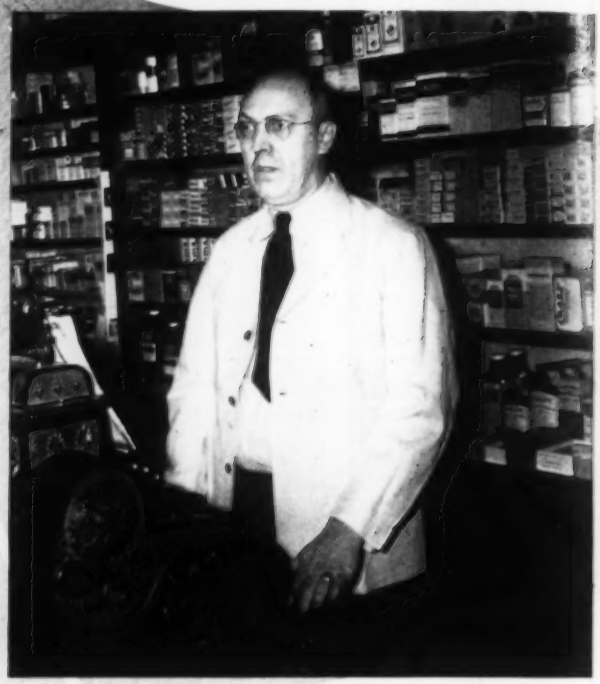
STARING!

IN THIS ISSUE: DALLAS-FORT WORTH MARKET STUDY

NOEL E. FLANDERS

Druggist

Moweaqua, Ill., says . . .



"If you don't carry radio-advertised brands, you might as well close up shop."

THE Flanders Rexall Drug Store has been in the same location for 50 years, though Noel E. Flanders bought it only eight years ago, after 15 years as a pharmacist in nearby Taylorville. He *knows* the power of radio advertising . . . has known a regular customer to walk out when he could not supply the WLS-advertised brand.

Mr. Flanders' experience is typical of that of most small town merchants in Midwest America. They know that listeners have come to *depend* on WLS—on what we tell them to do, on what we tell them to buy.

Moweaqua, too, is typical of Midwest America. It is a major trading center for Shelby county, Illinois. And in this county, WLS is the *Number One Station*—BMB 88% night, 84% day. Last year, its 6,430 radio homes sent us 4,024 letters—63% response!

Shelby County and Moweaqua (population 1,366) are about 200 miles from Chicago and WLS. Still, Shelby County is important as a market—and only a small part of the total WLS market area. This one county, for example, has a 20 million dollar buying income; 12½ million dollars in retail sales—3 million in food alone.

Your John Blair man can give you the full picture of the WLS market—2½ million families in 567 counties (daytime BMB). But this one county, represented by this one merchant, can give you a better idea of how close WLS lives with its audience. For a complete story, ask your John Blair man.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. Facts on radio listening in the Intermountain West

58,163 Hooper Telephone Calls Prove Dominance of Intermountain Network

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper's winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain **has** strong audience **all** the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

HOOPERATINGS

WINTER, 1947

Monday thru Friday—Daytime • • • Sunday thru Saturday—Nighttime

Time	Sets In Use	INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8 a.m.	19.5	9.2	3.3	3.0	3.5	0.5
9 a.m.	23.2	7.1	6.1	1.7	8.0	0.3
10 a.m.	23.7	8.1	2.7	7.7	4.2	1.0
11 a.m.	22.0	8.8	1.9	5.6	4.5	1.2
12 noon	27.2	12.7	1.6	4.5	7.5	0.9
1 p.m.	27.0	11.0	2.1	1.8	9.5	2.6
2 p.m.	22.6	6.1	2.9	3.4	8.7	1.5
3 p.m.	22.9	7.9	3.0	2.3	9.1	0.6
4 p.m.	17.2	7.8	2.9	1.1	4.3	1.1
5 p.m.	22.9	9.9	3.3	2.7	5.8	1.2
6 p.m.	35.3	10.4	4.5	8.3	11.6	0.5
7 p.m.	39.5	10.5	4.7	9.1	14.4	0.8
8 p.m.	43.5	9.5	4.7	11.0	17.4	0.9
9 p.m.	35.4	7.5	4.2	7.9	14.6	1.2

* Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations. y Comprised of 10 B network stations.

z Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYES, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

IF SEN. ARTHUR H. VANDENBERG of Michigan garners GOP nomination, as many insiders predict, one of his chief lieutenants may well be John E. Fetzer, owner of WKZO Kalamazoo and WJEF Grand Rapids, lifelong friend and confidant. And if it's "President Vandenberg," you might find "Presidential Secretary Fetzer" on job.

PROCTER & GAMBLE, following several weeks discussion with Hollywood film maker, conducting intensive off-record briefing of key advertising and sales executives preparatory to early start in video.

GOP has its radio ear attuned to President Truman's utterances on his westward tour. If anything regarded as partisan or political is detected equal time will be sought over facilities used.

SYNDICATED column by David Lawrence (June 3 newspapers) citing Truman desires to keep trip "non-political" to avoid equal time quests of other parties put Republicans on *qui vive*. And observers wouldn't be surprised if Wallace third party might not put in its radio oar too.

SOCONY-VACUUM OIL Co., New York, seeking television program for fall start through Compton Adv.

ABC dickering for 30,000 square feet of Chicago's municipal pier for television studios. Move opposed by Chicago Convention Bureau which feels entire pier needed for conclaves. Both ABC and NBC plan permanent transmitter set-up at Civic Opera building but executives of former network have been quoted as calling rentals there "unreasonable."

IMPORTANCE of Inter-American Congress may induce NAB to send delegation instead of one-man mission to Buenos Aires meeting June 30-July 9. Board authorized funds for lone envoy—Gilmore Nunn, head of Nunn stations. With many meetings going on at same time, it's felt one man can't possibly do adequate job. Understood Argentinians offered to pay all costs of full U. S. delegation (see story page 30).

TV's comeuppance has stimulated station sales conversations, particularly in major markets where TV demand exceeds available channel supply. But retarding factor is seen in new activity in 500 mc TV band with numerous important broadcasters who were anxious to sell just weeks ago now taking a "wait and see" stance.

IT'S EVEN MONEY that FCC will decide both Port Huron case, decreeing that stations must broadcast political scripts without advance scrutiny, and editorializing issue before

(Continued on page 90)

Upcoming

June 7-11: American Federation of Musicians convention, Asbury Park, N. J.

June 13-16: Advertising Federation of America convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West convention, Sacramento, Calif.

June 14: FCC TV channel allocation hearing, Washington.

June 14-15: American Marketing Assn. spring conference, Hotel Statler, Washington.

(Other Upcomings on page 62)

Bulletins

CORRESPONDENTS of *Newsweek* magazine and *New York Herald Tribune* will report Republican National Convention in Philadelphia over Du Mont television network as well as in print. Plan worked out by Leslie Arries, director of sports and special events for Du Mont; Hugh Beach, public relations director of *Newsweek* and George Allen, promotion manager of *Herald Tribune* (see story page 25).

THREE daily newscasts from Philadelphia political conventions to be sponsored by Harris & Ewing, photographic firm, on WASH (FM) Washington, key station of Continental Network. Series starts June 14. Additional convention news roundups to be added as news warrants. Continental plans complete coverage of conventions. Agency, Courtland D. Ferguson Inc., Washington.

BIRMINGHAM STATIONS ENDORSE NAB STANDARDS

NAB code unanimously endorsed Friday afternoon by 11 stations of Jefferson County, Alabama (Birmingham and Bessemer) after paragraph-by-paragraph discussion of provisions. Meeting called by Henry P. Johnston, WSGN Birmingham, president of Alabama Broadcasters Assn. and NAB district director (early story page 30).

Text of resolution adopted follows:

Radio broadcasting has come of age. With this maturity the industry must maintain the respect due an established profession. Law, doctors, dentists and other established professionals inspire confidence in their professions by a code of ethics and practice. As professionals, broadcasters can do no less in view of the trust which is in their hands. With this in mind be it resolved that the Jefferson County, Alabama, radio stations accept and endorse the Standards of Practice promulgated by the Board of Directors of NAB at Los Angeles last May.

Attending the meeting were:

Ira Lee Benns, William J. Brennan, WVOK Birmingham; James E. Connally, WJLD, WJLD-FM, Bessemer; E. M. Plumstead, WSGN, WSGN-FM Birmingham; Ganus C. Scarborough, WKAX Birmingham; Evelyn S. Hicks, David Loveman, WTNB Birmingham; John T. Orr, WBRC, WBRC-FM Birmingham; C. P. Persons Jr., Lionel Baxter, Burtt F. McKee Jr., WAPI, WAPI-FM Birmingham; Eloise Smith Hanna, M. D. Smith 3d, Herbert Grieb, Don D. Campbell, Harlow C. Cobb, G. P. Hamann, WBRC, WBRC-FM Birmingham; Julian A. Flint, Mr. Johnston, WSGN, WSGN-FM.

Business Briefly

NOXEMA TO RETURN ● Noxema Chemical Co., Baltimore, which dropped *Mayor of the Town* at end of contract, also will cancel its 8:30 p.m. Wednesday night time on ABC. Firm will devote budget to specific markets for rest of year returning to network radio after Jan. 1. Agency, Sullivan, Stauffer, Colwell & Bayles.

TONI CANCELS ● Toni Co., St. Paul (home permanent wave) cancelled 15-minute portion of *Breakfast Club* over ABC, effective June 25, to counteract increased newspaper advertising. Second 15-minute portion sponsored by Philip Swift & Co. has final half-hour. Agency, Foote, Cone & Belding.

BENRUS SIGNALS ● Benrus Watch Co. has signed year contract with WJZ-TV for full schedule of daily time signals between 5 p.m. and 10:30 p.m., starting in August when station takes air. Agency, J. D. Tarcher & Co., New York.

CEREAL SPOTS ● General Foods Corp., New York, (Post Cereals), will buy participations in *Small Fry*, juvenile video program on WABD New York, starting June 25. Agencies, Young & Rubicam, Benton & Bowles.

LACO SPOTS ● Laco Products, Baltimore (shampoo, olive oil, soap), which has appointed Kastor, Farrell, Chesley & Clifford, New York, will use announcements in regional campaign to begin in July.

SIMMONS VIDEO ● Simmons Co., New York (beds, mattresses) planning one-minute video spots. Agency, Young & Rubicam, New York.

WHEATENA NAMES ● Wheatena Corp., Rahway, N. J., appoints Brisacher, Van Norden & Staff, New York. Media plans not ready.

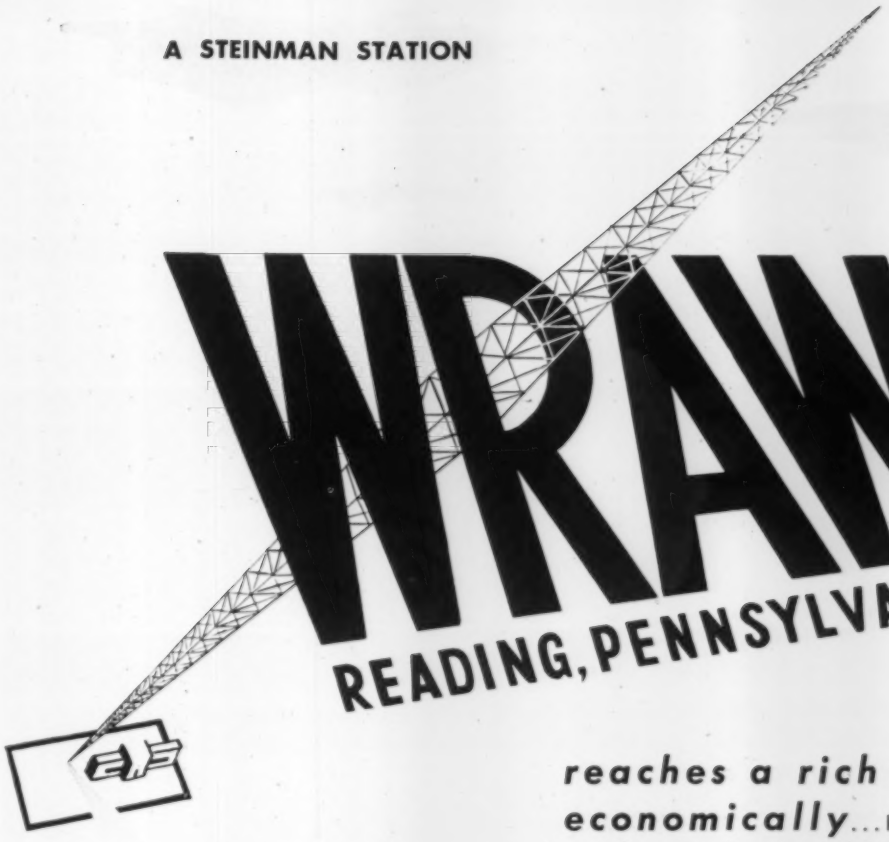
SPOT TEST STARTED BY PLAYTEX GIRDLES

INTERNATIONAL LAYTEX Corp., New York (Playtex girdles) through its newly appointed advertising agency, Foote, Cone & Belding, New York, starting spot announcement campaign June 7 on 35 stations for 13 weeks. Spot campaign is test in radio and if successful advertising may sponsor network show in fall.

Company basing big promotion campaign on premise over 40,000,000 women wearing swim suits and slacks this summer are prospective customers for its girdles, sold in cylinder container and conspicuous in point-of-sale displays. It has indicated radio campaign later may cover 150 stations with 2,000 spots a week.

A STEINMAN STATION

Established 1922



reaches a rich market—economically... Reading is a thriving manufacturing city—located in the heart of a fertile farming area. The city's natural trading area has a population of nearly a quarter of a million. Its many industries, diversified in character, assure this community a consistent prosperity. Here, in short, is a market which can produce profitable sales for you. Reach it effectively, economically with WRAW. Write now for full information.

Represented by

ROBERT MEEKER ASSOCIATES

New York • San Francisco • Chicago • Los Angeles

Our timber cuts a billion dollar figure...

Over 3 billion board feet of soft wood and 1 billion board feet of hard wood stand in the WSPA-Piedmont. A total of 4,750,000,000 board feet of timber—and every foot destined for an infinite variety of uses, from telephone poles to wooden whistles.

But the wealth of the Piedmont is carved out of more than its forests. Farm produce alone brings our farmers a gross income of 226 million dollars a year. Together with our industries...wood processing, plastics, textiles...timber helps balance the WSPA—Piedmont's *billion-dollar* economy.

It's natural then, that when the Piedmont people go to market they have $1,054,811,000 to spend

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

Represented by John Blair and Company
Roger W. Shaffer, Man. Dir.
Guy Vaughan, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville Market

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, *Manager*

David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

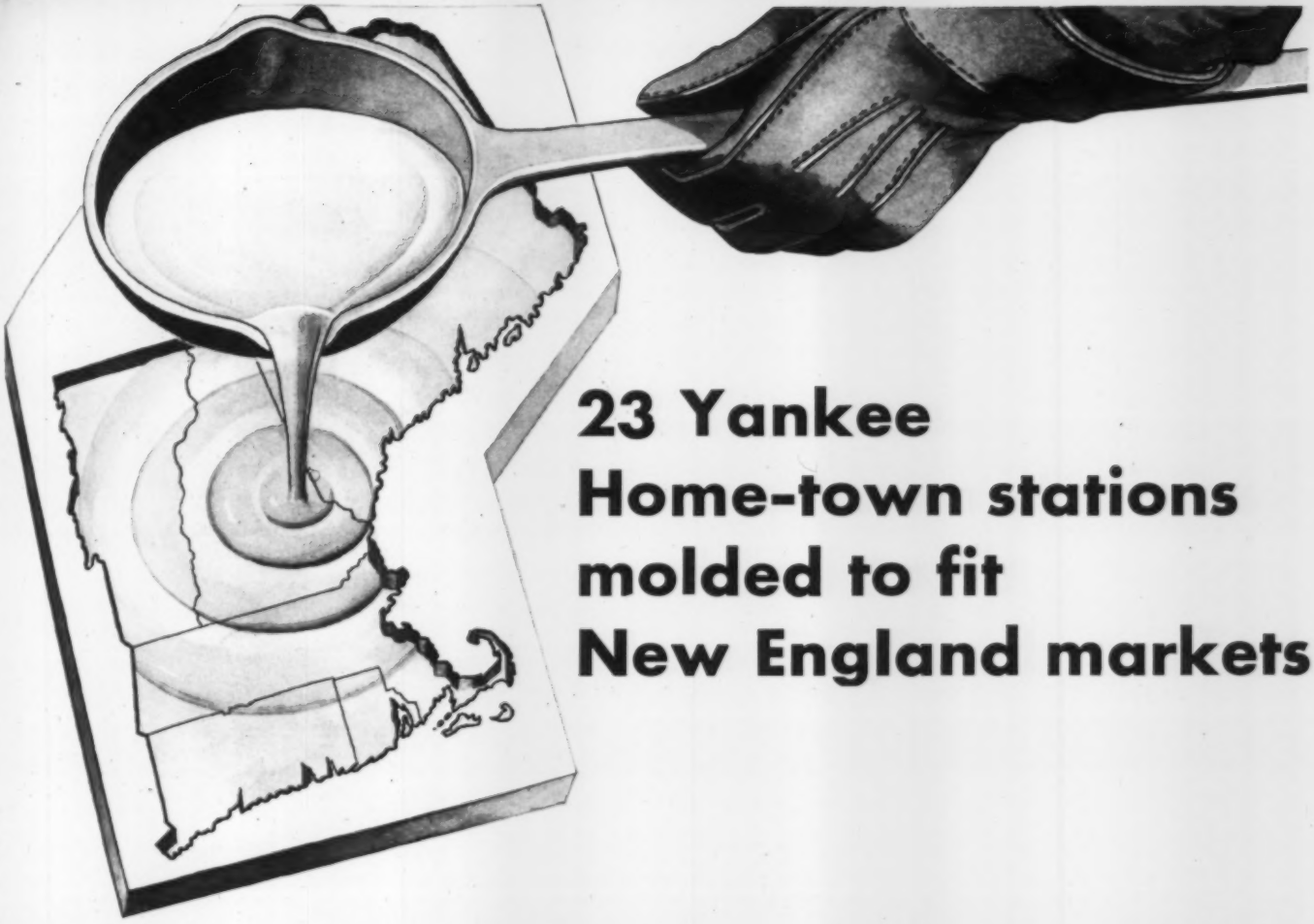
6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office
Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



23 Yankee Home-town stations molded to fit New England markets

WNAC—Boston, Mass.	WHAI—Greenfield, Mass.	WBRK—Pittsfield, Mass.
WFAU—Augusta, Me.	WONS Hartford, Ct.	WMTW—Portland, Me.
WJOR—Bangor, Me.	WHYN—Holyoke, Mass.	WHEB—Portsmouth-Dover, N.H.
WICC—Bridgeport, Ct.	WLNH—Laconia, N. H.	WEAN—Providence, R. I.
WKXL—Concord, N. H.	WCOU—Lewiston-Auburn, Me.	WSYB—Rutland, Vt.
WSAR—Fall River, Mass.	WLLH—Lowell-Lawrence, Mass.	WWCO—Waterbury, Ct.
WEIM—Fitchburg-Leominster, Mass.	WKBR—Manchester, N. H.	WDEV—Waterbury, Vt.
	WNLC—New London, Ct.	WAAB—Worcester, Mass.

From Bridgeport to Bangor, The Yankee Network is molded to the sales pattern of New England. It has been built up over the years, adding one home-town station and then another, providing the most complete coverage market by market.

Each home-town station is a vital influence in its area—has acceptance as a local station used by local merchants, plus acceptance as the Mutual and Yankee station in its area.

You can buy Yankee stations to fit your distribution—buy them individually, or as a selected network group, or the whole 23-station network. It's the sure way to get local impact that commands consumer attention and dealer co-operation exactly where you want it.

"This is The Yankee Network"

Member Mutual Broadcasting System

IN KNOXVILLE . . .

THEY'RE JUST WILD ABOUT HARRY*

* Harry Moreland MC's WROL's Sunny Side Up program every morning from 7:30 to 8:55. According to April 1948 figures** Harry has 47.1% of the audience during this period. Add to programing like this WROL's 5000 Watts at 620 KC and you have the reason why WROL will sell your products in the Knoxville market.

** According to a survey sponsored by the radio stations of Knoxville.

WROL

JOHN BLAIR & Company Nat'l. Rep.

620 KILOCYCLES
5,000 WATTS

East Tennessee's Greatest Coverage

FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 1247
East Tennessee's Most Powerful Station

Agencies

ROLAND E. JACOBSON, with Buchanan & Co., Beverly Hills, Cal., for past four years, manager of Southern California territory for past year and a half, named vice president in charge of Southern California offices. Agency on June 10 opens new West Coast headquarters at Dalton Bldg., 1521 Wilshire Blvd. Moves Beverly Hills office to new building, retaining old Los Angeles one as service office.

JOHN S. GRIER, who has been with Young & Rubicam, New York, since 1944, named manager of agency's merchandising department.

JAMES F. SIMONS, vice president of Henrick & Co., Nashville, purchases interest of MAC D. HENDRICKS, and establishes James F. Simons Co., 914 Warner Bldg., Nashville. Telephone: 6-4633.

JULES C. GERDING, former account executive with Stockton, West, Burkhart Inc., Cincinnati, joins Ralph H. Jones Adv., same city, in similar capacity.

EDWARD de ST. AUBIN, former commercial manager of WFEA Manchester, N. H., opens own agency, Advertising Associates Inc., in Kennard Bldg., Manchester. Will specialize in advertising, radio production, public relations and media representation within state.

HARRY BENNETT, in Los Angeles advertising for 20 years, June opened Harry Bennett Adv. at 412 W. Sixth St., Los Angeles. Also in new firm are: WILLIAM W. HARVEY and ALBERT E. COFFEY Jr., account executives; JOSEPH DONOHUE, radio consultant; LUCILLE JOHNSON, media relations; SUE WOODS, traffic and production, and RUTH MAIER, secretary.

RODERICK A. MAYS, of recently dissolved Mays & Bennett Adv. partnership, establishes separate offices as Mays Adv., at 412 W. 6th St., Los Angeles. HARRY BENNETT, former co-partner, opens offices under his own name at same address (see above).

RUTHRAUFF & RYAN's Toronto office June 1 moved to new quarters at 2 Toronto St.

CHARLES SHREWSBURY, formerly with Beaumont & Hohman, San Francisco, joins L. C. Cole Adv., same city, as production manager.

AMERICAN Assn. of Advertising Agencies has elected WANK & WANK, San Francisco, to membership.

MELVIN J. RUPP, formerly with W. W. MacGruder, Denver, opens advertising and public relations offices in Kittredge Bldg., same city.

WALTER BUNKER, Hollywood radio manager of Young & Rubicam Inc., will arrive in New York about June 14 for three weeks conferences on television. TONY SANFORD and SAM FULLER, Y&R Hollywood producers, also arrive in New York during June for two weeks orientation in visual medium.

BOB HADLEY, formerly of advertising staff of *Hollywood Reporter*, Hollywood, joins Tullis Co., same city, as account executive.

LAWRENCE BLACK, former editor of *Western Flying*, joins Anderson Adv., Los Angeles, as account executive.

OLIVE P. GATELY, vice president, Fuller & Smith & Ross, Cleveland, awarded second prize in Erma Proetz Awards, offered by Women's Ad Club of St. Louis.

MILTON SAMUEL, Young & Rubicam Pacific Coast public relations and publicity director, is in New York attending agency headquarters annual session.

JOSEPH ELSON, formerly with L. H. Hartman Co., New York, joins Bass-Luckoff of Hollywood, as traffic coordinator.

HASSELL SMITH resigns as research and personnel director of Western Adv. Inc., Los Angeles. No definite plans announced.

RUBY IRWIN, radio commercial writer, Young & Rubicam, Hollywood, and BERNIE SMITH, writer on ABC Groucho Marx *You Bet Your Life* show, to be married in July.

Only in America

can this happen

WE ARE ALL FAMILIAR WITH THIS SCENE. IT HAPPENS EVERY DAY IN BALL PARKS ALL OVER THE COUNTRY. IT TYPIFIES AMERICA WITH ALL ITS INHERENT RIGHTS AND PRIVILEGES. FREE SPEECH WAS BORN IN AMERICA, MISTER, AND WE ARE DOING EVERYTHING IN OUR POWER TO SEE THAT IT CONTINUES TO LEAD A HEALTHY AND UNFETTERED LIFE.

50,000 WATTS

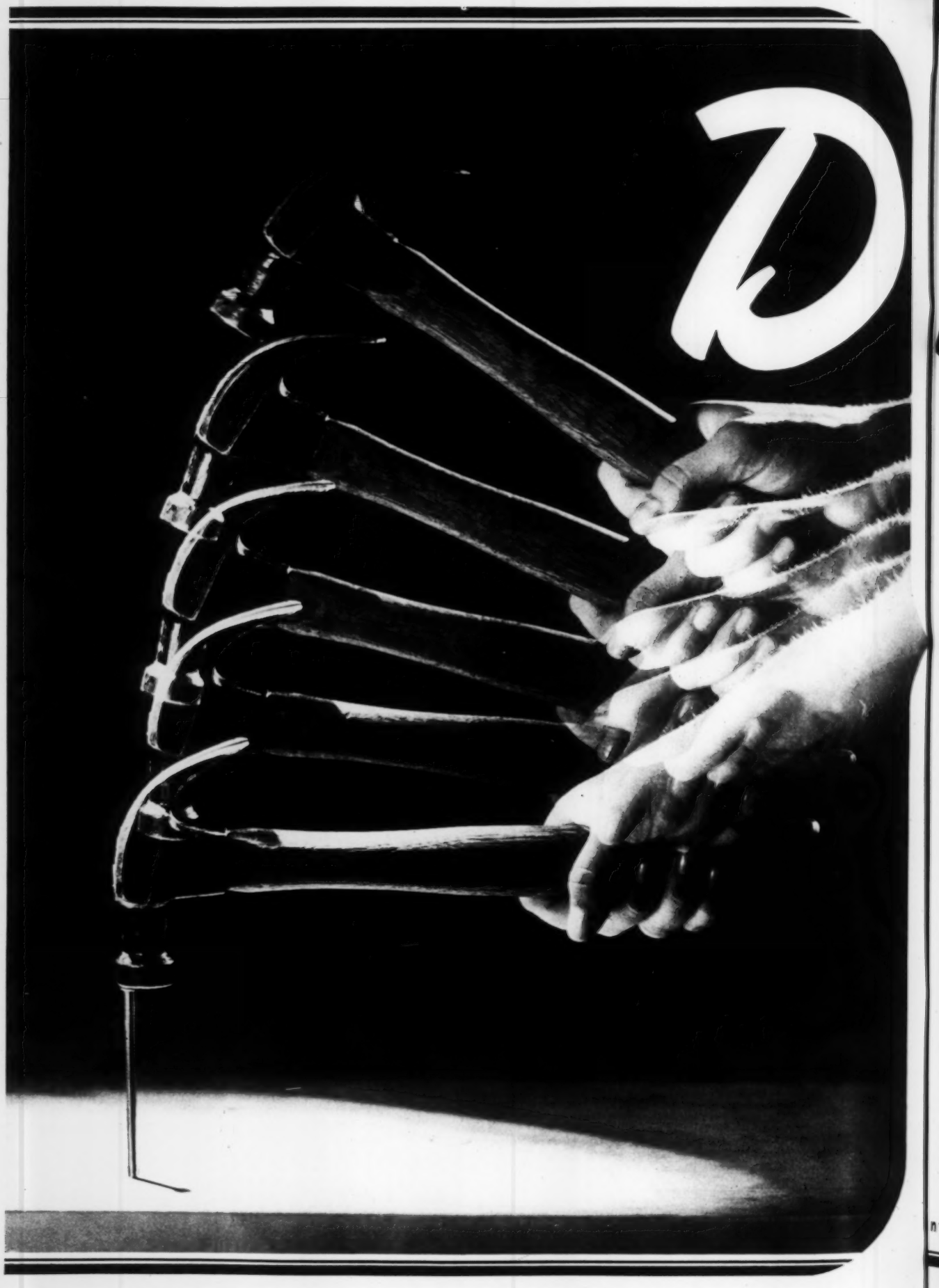
WJR

CBS
THE GOODWILL STATION, INC.
FISHER BLDG. DETROIT
Represented by Petry

MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.


D

RIVE!

• Spot Radio drives your story home to the right people in the right places.

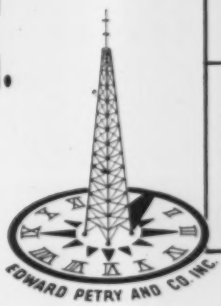
Spot can hit them at the right time and the right *number* of times for maximum impact.

Drive your story home with Spot — drive it straight and true.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON



SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
BUFFALO	WBEN-TV
LOS ANGELES	KFI-TV
MILWAUKEE	WTMJ-TV
M'P'L'S-ST. PAUL	KTSP-TV

ny advertiser can — and most advertisers should — use Spot Radio

Story Brings Mail

EDITOR, BROADCASTING:

If anyone has any doubts about BROADCASTING's circulation and reader interest, let them talk with us.

Since announcement of the establishment of our [TV] firm in the April 26 issue, we have received a tremendous amount of mail which offers congratulations, wants information, and is interested in our shows. So far we've had letters from California, Texas, New York, Washington, Colorado, Illinois and Pennsylvania.

We like your makeup, news coverage and, particularly, your television section. Your Telestatus reports are valuable throughout the industry.

Milt Hopwood
Production Director
Hopwood, Laufman, Fomund & Cross
Chicago

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Radio Self-Promotion

EDITOR, BROADCASTING:

It is strange that whenever the broadcasting industry desires to do a self-promotion job it always resorts to mediums other than broadcasting. Now comes the all-industry presentation plan to promote radio advertising to all advertisers everywhere. How? By radio? No! A thousand times, no! We in broadcasting use a competing medium—movies and direct mail! Why? Is our medium so weak and ineffective that we must advertise ourselves by competing mediums, completely ignoring the impelling force of our own medium, of which we boast so vociferously? . . .

Why can't radio use radio to tell the world what a great medium radio really is? . . . Would the FCC object? Are we supposed to kid ourselves that radio advertising is something to be abhorred and never to be mentioned except in print? What pays the salaries of broadcasting personnel? Filthy, unmentionable advertising. . . !

I suggest that, if radio is to amply proclaim itself as the world's leading advertising medium, then it must use radio to do so. An hour or half-hour each week on every network for 52 weeks a year with stars who profit immensely through radio donating their time and talent for the good of their sponsors and the radio industry as a whole. What a dream! Truly, radio has been—and is—strangely silent.

James C. Cole
Manager
KROX Crookston, Minn.

* * *

It's 630 in Savannah

EDITOR, BROADCASTING:

Someone must have beat his brains out thinking up the clever head—"It Will Soon Be 630 in San Antonio."

I suppose that this goes to prove that the advertising which we have been running in BROADCASTING during the past year has been read in Texas, as well as Chicago, New York and other points east.

The WSAV 630 clock has an even wider grin than usual.

"It's Still 630 in Savannah!"

Harben Daniel
President, General Manager
WSAV Savannah, Ga.

* * *

Grants Produce Change

EDITOR, BROADCASTING:

As a result of the Commission's policy of granting countless numbers of new stations, including many daytime-only stations, commercial radio in the local field has undergone a great change, at least with our station.

We well remember the time the local advertisers gave little thought to buying anything other than spot announcements, news, sports and record shows. Heretofore, listeners to his program had little choice. They either heard his program or turned the radio off. Now-a-days they just twist the dial and tune in some other nearby station.

I think retailers, in fact all local advertisers, are beginning to realize now for the first time that listeners will shop around and their program must be outstanding if they would get and hold the audience. Our sales department has learned that it's easier to keep the local advertiser happy once he buys an exceptional program. It would be interesting to know if other stations have found this to be true in their markets . . .

Allen Wannamaker
General Manager
WGTM Wilson, N. C.

* * *

Advice to Schools

EDITOR, BROADCASTING:

We're all aware [of] the problem of an overflow of radio schools striving to teach would-be announcers. Many persons realize that some of this training is good and some is bad. There is one thing, however, that should be stressed in any school. That is the preparation of a letter of application. A short course in the proper method of applying for jobs would be worthwhile service of these schools.

Frank E. Shaffer
Assistant Manager
WKNA Charleston, W. Va.

We're BIG

because talent—old or young, rich or poor, black or white—is given full opportunity through the facilities of WBIG—the prestige station of the carolinas.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Just Published..

OVER 250 PAGES OF BROADCAST EQUIPMENT DATA

How to Order

Your catalog will be sent to you promptly. Order today from Dept. 19FA, enclosing payment of $1.00. Or no charge if ordered on your Broadcasting Station letterhead.

Complete, up-to-the-minute reference...

"For Everything in Broadcast Equipment"

Complete Technical Data Provided

Here, we believe, is one of the most complete references ever published for Broadcast Equipment. It contains over 250 large pages of descriptive material, photographs, application data and performance specifications . . . covering the full scope of RCA Broadcast Equipment.

Easy-to-Locate Data

Seven major equipment sections (Broadcast Audio, AM, FM, Test and Measuring, plus 3 sections on television) make up the main catalog text. Indexed page corners and section dividers make information easy to locate.

A Single Broadcast Reference

A Broadcaster's "Equipment Guide" so to speak—this important new catalog provides stationmen with a single reference source for "everything in Broadcast Equipment . . . AM, FM, and Television."

Aids in Equipment Planning

In this catalog, you will find a wide selection of equipment (from microphones to antennas) to meet your individual Broadcast needs. Whether you are making plans for new station equipment or replacing old, you will find this catalog an invaluable aid.

RCA

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Telestatus Report

(REPORT 10)

CHANNEL AVAILABILITIES

THE SPEED with which television channel availabilities are diminishing in major markets, particularly in the East, was reflected last week in an unofficial city-by-city compilation of channels already taken, channels assigned, and applications pending.

The table is based on FCC's proposed new allocations plan [BROADCASTING, May 10], and reflects in footnotes the further changes that have been requested by some 65 to 75 present and potential applicants. Oral argument on the proposed new plan—and on the further changes which are being sought—is slated for June 14.

Westinghouse Radio Stations Inc. revealed, in proposing that Channel 8 not be assigned within radius of 200 miles of Pittsburgh, that it plans to apply for both commercial and experimental use of its Stratovision system of airborne relays and to experiment also with Stratovision in the 500-mc area (see separate story this issue).

Some 101 stations already have been authorized. They are located in 31 states and the District of Columbia. Nine states have neither stations nor applications: Idaho, Mississippi, Montana, Nevada, North Dakota, South Carolina, South Dakota, Vermont, and Wyoming.

The table was prepared as of June 1. Channel numbers marked with asterisks have already been assigned. Channels designated with a "-c" are envisioned by FCC for use of community stations.

Community	Proposed Allocation Chan. No.	Applic. Pend.
ALABAMA		
Anniston	6-c	None
Birmingham	2, 4*, 9, 13*	1
Decatur	8	None
Dothan	4, 11	None
Gadsden	11-c	None
Mobile	3, 5, 9, 11	None
Montgomery	6, 7, 10	None
Selma	3-c	None
Tuscaloosa	5, 11	None
ARIZONA		
Bisbee	7	None
Douglas	2, 4, 5	None
Flagstaff	3, 6	None
Globe	11, 13	None
Lowell	12	None
Phoenix	2, 4, 5, 7, 9	2
Prescott	8, 10	None
Safford	9	None
Tucson	3, 6, 8, 10	None
Yuma	7, 9	None
ARKANSAS		
Blytheville	8-c	None
Camden	9	None
El Dorado	5, 7	None
Fort Smith	2, 4, 5, 9, 12	None
Hot Springs	13	None
Jonesboro	6-c	None
Little Rock	3, 6, 8, 10	1
Pine Bluff	12	None
Texarkana	3, 10, 12	None
CALIFORNIA		
Bakersfield	8, 12	2 [1]
Chico	13	None
El Centro	2, 4, 5	None
Eureka	2, 4, 5, 9	None
Fresno	2, 4, 5, 7	5
Los Angeles	2, 4*, 5*, 7*, 9*, 11*, 13*	1 [2]
Redding	8, 10	None
Riverside	None	1 [3]
Sacramento	3, 6, 10	5
San Diego	3, 6, 8*, 10	8
San Francisco-Oakland	2, 4*, 5*, 7*, 9, 11	5
San Jose	13	3
San Luis Obispo	3	1
Santa Barbara	6	1
Stockton [4]	8*, 12	None
Visalia	10	None

[1] Applications are for Channels 8 and 10.

[2] Application is Don Lee's, which already has been given hearing.

[3] KPRO Riverside had grant for Channel 1. With that channel now deleted, KPRO is seeking Channel 13, which has been assigned to KLAC-TV Los Angeles.

[4] Radio Diablo, applicant for high-powered station on Channel 13 at San Jose, opposes use of Channel 12 at Stockton.

Community	Proposed Allocation Chan. No.	Applic. Pend.
COLORADO		
Alamosa	10, 12	None
Colorado Springs	11, 13	None
Denver	2, 4, 5, 7, 9	5
Durango	3, 6, 9	None
Grand Junction	2, 4, 5, 7, 10, 12	None
Greeley	12	None
La Junta	10	None
Pueblo	3, 6, 8	None
Sterling	10	None
Trinidad	2, 4, 5, 7	None
CONNECTICUT		
Bridgeport	None	1 [1]
Hartford-New Britain	8, 10 [1]	3
New Haven [2]	6*	None
Waterbury	12	2

[1] Yankee Network says Channel 10, now at Hartford-New Britain, or Nos. 3 or 8 can be used at Bridgeport, where it is an applicant. Move of No. 10 is opposed by Travelers Broadcasting Co., Hartford; WPIX New York, and Connecticut Broadcasting Co.

[2] See footnote on Poughkeepsie, N. Y.

Community	Proposed Allocation Chan. No.	Applic. Pend.
DELAWARE		
Wilmington	7-c*	None
DISTRICT OF COLUMBIA		
Washington	4*, 5*, 7*, 9*	1 [1]

[1] WTOP Inc. asked that Channel 12, tentatively allocated to Fredericksburg, Va., be moved to Washington and that Channel 2 be assigned for community use at Fredericksburg.

Community	Proposed Allocation Chan. No.	Applic. Pend.
FLORIDA		
Daytona Beach	7	None
Fort Myers	6, 8	None
Jacksonville	2, 4*, 6, 8	2
Key West	3, 10	None
Lakeland-Plant City	12	None
Miami-Ft. Lauderdale [1]	2, 4*, 5, 7, 9	5
Orlando	3, 10	None
Panama City	6	None
Pensacola	7, 13	None
St. Augustine	11	None
Tallahassee	7, 9, 13	None
Tampa-St. Petersburg	2, 4, 5, 7*, 9	4
W. Palm Beach-Lake Worth [1]	11, 13	None

[1] Move of Channels 11 and 13 from West Palm Beach-Lake Worth to Miami-Fort Lauderdale requested by WKAT Inc., Miami Broadcasting Co., Fort Industry Co., Isle of Dreams Broadcasting Corp. They say Channels 3, 10, and/or 12 could be assigned in Lake Worth area.

Community	Proposed Allocation Chan. No.	Applic. Pend.
GEORGIA		
Albany [1]	2, 8	None
Athens	13	None
Atlanta [2]	2*, 5*, 8*, 11	3
Augusta	6, 12	None
Brunswick	13	None
Columbus	3, 12	1
Cordele	6	None
La Grange	9-c	None
Macon	4, 7, 10	1
Rome	7-c	None
Savannah	3, 5, 9, 11	None
Thomasville	5	None
Valdosta [1]	3, 12	None
Waycross	10	None

[1] Deletion of one channel from either Albany or Valdosta, for use at Moultrie, requested by John F. Pidcock.

[2] Addition of Channel 13 requested by General Broadcasting Co.

Community	Proposed Allocation Chan. No.	Applic. Pend.
IDAHO		
Boise	2, 4, 6, 8, 10	None
Coeur d'Alene	12	None
Idaho Falls	2, 4, 10	None
Lewiston	3, 8, 10	None
Nampa	13	None
Pocatello	6, 12	None
Twin Falls	7, 9, 11	None
Preston	8	None
ILLINOIS		
Belleville	11-c	None
Champaign-Urbana	5-c, 11-c	None
Chicago [1]	2, 4*, 5*, 7*, 9*, 11	5
Danville	9-c	None
Decatur	2	None
Galesburg	7-c	None
Peoria	3, 6, 12	1
Quincy	11	1
Rockford	12	1
Rock Island (See Davenport Iowa)		
Springfield	8, 10	None
West Frankfort	3-c	None

[1] Addition of Channel 13 to Chicago sought by Johnson-Kennedy Radio Corp. This would involve deletion of Channel 13 at Racine-Kenosha, Wis.

Community	Proposed Allocation Chan. No.	Applic. Pend.
INDIANA		
Bloomington [1]	10*	None
Evansville	2, 11	None
Fort Wayne	2, 4, 7, 9	None
Indianapolis [1]	3*, 6*, 8, 12	4
Lafayette	13-c	None
South Bend-Elkhart [2]	10-c, 12-c	1
Terre Haute	4, 7	None

[1] Crosley Broadcasting Corp. and Capitol Broadcasting Co. oppose proposed transfer of Channel 10 from Indianapolis to Bloomington. Capitol suggests Nos. 7, 11, or 13 be used at Bloomington.

[2] South Bend Tribune asks at least one metropolitan channel for South Bend.

Also: South Shore Broadcasting Corp. asks community use of Channel 13 at Racine-Kenosha, Wis., and addition of No. 13 as metropolitan channel at Hammond, Ind.

Community	Proposed Allocation Chan. No.	Applic. Pend.
IOWA		
Ames	4*	None
Burlington	13	None
Cedar Rapids	7	1
Centerville	6-c	None
Cherokee	2	None
Council Bluffs (See Omaha, Neb.)		
Davenport (Moline, Rock Island)	2, 4, 5, 9	2
Des Moines	2, 5, 9, 12	5
Dubuque	3	None
Fort Dodge	7-c, 10-c	None
Iowa City	11	1
Mason City	3	None
Ottumwa	8, 10	None
Sioux City	4, 9, 11, 13	None
Spencer	6-c	None
Waterloo	6, 13	None
KANSAS		
Coffeyville	12	None
Dodge City	4, 6, 10	None
Emporia	8	None
Fort Scott	6	None
Garden City	2	None
Great Bend	13	None
Hutchison	7, 11	None
Kansas City (See Kansas City, Mo.)		
Manhattan	3	None
Salina	6	None
Topeka	11, 13	2
Wichita	2, 4, 5, 9	None
KENTUCKY		
Ashland (See Huntington, W. Va.)		
Bowling Green	10-c	None
Frankfort	3	None
Henderson	4	None
Hopkinsville	3-c	None
Lexington	6, 8, 10, 12	None
Louisville	5*, 9*, 13	None
Owensboro	6, 9	None
Paducah	10	None
LOUISIANA		
Alexandria	7	None
Baton Rouge	3, 5, 9	1
Bogalusa	12-c	None
Eunice	2	None
Lafayette	13	None
Lake Charles	12	None
Monroe	3, 10	None
New Iberia	11	None
New Orleans	2, 4*, 6*, 7*, 10	1
Shreveport	2, 4, 6, 8, 11	1
MAINE		
Augusta	13	None
Bangor-Old Town	4, 6, 9, 12	None
Calais	5	None
Ft. Kent-St. Francis	11	None
Greenville	8-c	None
Houlton	10	None
Lewiston-Auburn	5	None
Portland	8, 11	1
Presque Isle	3, 7, 13	None
Waterville	2	None
MARYLAND		
Baltimore [1]	2*, 11*, 13*	None
Cumberland	2	None
Hagerstown [1]	6-c, 3-c	1

[1] Addition of Channel 6 requested by Maryland Broadcasting Co. and Monumental Radio Co., Baltimore. Monumental asks that 6-c at Hagerstown be eliminated or made directional. Also Annapolis Broadcasting Co. asks that Channel 3 be assigned at Annapolis and Monocacy Broadcasting Co. ask for No. 3 at Frederick. WFIL-TV Philadelphia opposes use of No. 6 at Baltimore.

Community	Proposed Allocation Chan. No.	Applic. Pend.
MASSACHUSETTS		
Boston [1]	2*, 4*, 7*, 9	6
Fall River-New Bedford [2]	13	1
Lowell-Lawrence-Haverill	6	1
Springfield-Holyoke	3	1
Worcester [2]	5	1

[1] Deletion of No. 13 from Boston proposed by Matheson Radio Co., Massachusetts Broadcasting Corp., 20th Century-Fox New England Inc., and Boston Metropolitan Television Co. Matheson proposes to create new television channel by: taking 72-76 mc from aeronavigation and 90-92 mc from noncommercial FM, moving TV Channel 5 to 78-84 mc, Channel 6 to 84-90 mc, leaving new channel 72-78 mc.

[2] Exchange of Nos. 5 and 13 between Fall River and Worcester areas requested by WTAG Inc., Worcester. Also Western Massachusetts Broadcasting Co. requests use of No. 13 on community basis at Pittsfield, Mass.

Community	Proposed Allocation Chan. No.	Applic. Pend.
MICHIGAN		
Calumet	4	None
Detroit	2*, 4*, 5, 7*	2
Escanaba	6	None
Flint	11	2
Grand Rapids	7, 9	2
Houghton [1]	5, 7	None
Iron Mountain	11	None
Ironwood [1]	12	None
Jackson	10-c	None
Kalamazoo	3	1
Lansing	6	1
Marquette	3, 9, 11	None
Muskegon	12-c	None
Port Huron	10-c	None
Saginaw-Bay City	3, 8, 13-c	1
Saulte Ste. Marie	5, 8, 12	None
Traverse City	2, 10	None

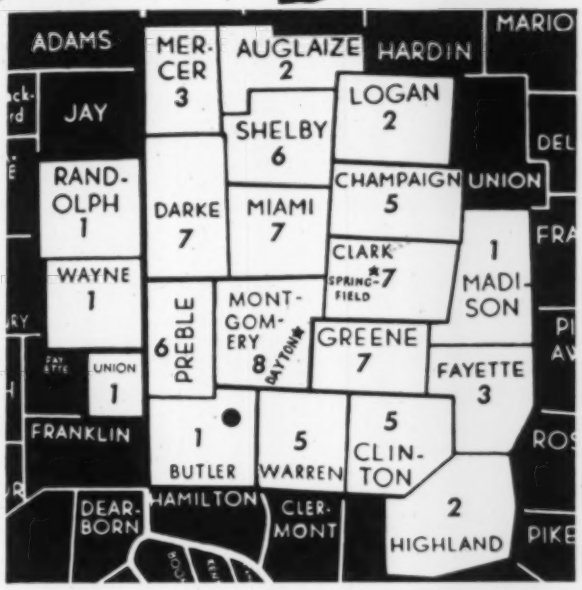
[1] Alvin E. O'Konski requests Channel 5 be moved from Houghton to Ironwood with Channel 12 deleted at Ironwood so that Channel 11 can be used at Merrill, Wis.

Also: Use of Channel 12 at Royal Oak, Mich., requested by Royal Oak Broadcasting Co.

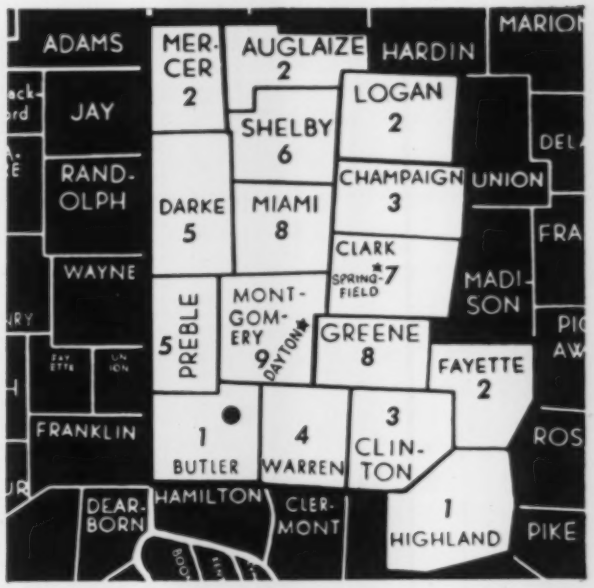
(Continued on page 40)

She's one of a MILLION*

***CONSUMERS living in the area from which WHIO, Dayton, draws its massive audience**



BMB DAYTIME Audience Map. Study No. 1—March 1946 • Over a *million* consumers live within WHIO's Daytime BMB audience area (1,216,400 estimated by "Sales Management" in 1948). Figures in counties indicate by decile (6—60%-69%, 5—50%-59%, etc.) the percent of radio families that comprise the station audience in the county. • Measured city with station audience under 10%. BMB Station Audience Reprint for percent and number of listening families in all counties and cities free on request. Also see Sales Management Survey of Buying Power, 1948 for estimated city and county populations and effective family buying power. Base Map © BMB 1946.



BMB NIGHT TIME Audience Map. Study No. 1—March 1946 • Over a *million* consumers live within WHIO's Night time BMB audience area (1,089,200 estimated by "Sales Management" in 1948). Figures in counties indicate by decile (6—60%-69%, 5—50%-59%, etc.) the percent of radio families that comprise the station audience in the county. • Measured city with station audience under 10%. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities free on request. Also see Sales Management Survey of Buying Power, 1948 for estimated city and county populations and effective family buying power. Base Map © BMB 1946.

This little lady is one of the million consumers in WHIO's whopping market area. As these maps indicate, WHIO covers one of the biggest markets in the Ohio-Indiana area! This *million*-consumer market is solidly built on the widely diversified industries of metropolitan Dayton and neighboring manufacturing towns now experiencing record-breaking peace-time employment. Continued progress, expansion, record payrolls make this southwestern Ohio's No. 1 Market.

Dayton and Montgomery County alone have a population of 364,100. Effective buying power is estimated at $4,700.00 per family in Dayton ($391.00 higher than the national average.) Be sure the responsive WHIO market is covered in your time-buying plans.

G. P. Hollingbery Company, Representatives

Harry E. Cummings, Southeastern Representative

WHIO DAYTON, OHIO AM • FM • TV

5000 WATTS AM **BASIC CBS**

News: UP, INS, PA

Pat on the Back and Punch in the Jaw—Results: Sales for Sponsors

He is outspokenly for or against the issues of the day. Depending on whether or not his views coincide with those of his listeners, he is a profound thinker or a dolt. His correspondence rivals a movie star's; on the air he quotes brick-bats as well as bouquets. His broadcasts have impact on men and women alike. (The jaw-punch, fended successfully, was a bit of reverse impact aimed by an unsubtle broadcast spectator.)

His sponsors have discovered that these emotional reactions produce results. Currently sponsored on 298 stations, the Fulton Lewis Jr. program is the original "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 MBS Stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

New Business

CENTRAL CHEVROLET Co., Los Angeles (dealer), June 1 started four-week $15,000 spot campaign on 13 Los Angeles area stations. Firm using 75 spots daily, seven days a week on following stations: KMPC, KFWB, KLAC, KFVD, KRKD, KGFJ, KWIK, KFAC, Los Angeles; KIEV Glendale; KXLA, KWKW Pasadena; KFOX, KGER Long Beach. Agency: Hunter Adv., Los Angeles.

ABLON Inc., Dallas (Kol-Wav home permanent), appointed Melton Adv. same city, to handle advertising. Radio will be used.

MAICO, Los Angeles (hearing devices), appointed Anderson Adv., this city, to handle advertising. Contemplates use of radio.

AMERICAN TOBACCO Co. appointed Mather & Crowther Ltd. of London, to handle advertising for its subsidiary, J. Wix & Sons Ltd. maker of Kensitas cigarettes in United Kingdom.

HOBERG PAPER MILLS, Green Bay, Wis. (Charmin facial, bathroom tissues), starts 11-station test campaign in Wisconsin and Minnesota using *Minit Musical* transcriptions. Use of additional stations contemplated. Agency: Cramer-Krasselt Co., Milwaukee.

SANTA FE VINTAGE Co., Los Angeles (wine), appoints Erwin-Wasey & Co., same city, to handle advertising. Spot announcement campaign planned for July.

PIERCE-PHELPS, Philadelphia distributor for Admiral Radio Corp. contracted with WFIL-TV Philadelphia for telecasts of home-and-away schedule of Philadelphia Eagles professional football team. Agency: Robert J. Enders Adv., Washington.

HOLSON BINDERS Inc., New York (wedding and photograph albums) appoints Leland K. Howe Assoc., New York. Spot radio to be used.

STANBACK Co., Salisbury, N. C., renews transcribed *Peter Donald Show*. Program originally scheduled for five-times weekly on regional stations in 60 major markets [BROADCASTING, Dec. 1, 1947]. Agency: Piedmont Adv., Salisbury.

AMERICAN BEDDING Co., New York (mattresses, studio couches, box springs, Hollywood beds), appointed Jasper, Lynch & Fishel Inc. New York; plans to use radio in its advertising campaign. Definite plans not set.

PLASTRAY Corp., Detroit (Jiffy Cubes, ice cube cups), started one-minute spots at beginning and end of sports events over WWJ-TV Detroit. Plans to extend to national use of TV.

NATONE Co., Kansas City, Mo. ("Lip Life" lipstick base), June 15 starts four-weekly campaign on four local stations: WDAF, KMBC WHB, KCKN. Mayers Co., Los Angeles, handles account.

TIDE WATER OIL Co., Toronto (Veedol motor oil), started spot announcement campaign in major eastern Canadian cities. Agency: James Fisher Co. Ltd., Toronto.

SHIRIFF'S Ltd., Toronto (food products), started five-minute transcribed program *Good News* on 18 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

Network Accounts • • •

DESOTO-PLYMOUTH Dealers signed with CBS for new audience participation show, *Catch Me If You Can*, to replace their *Christopher Wells* series, Tues., 9:30-10 p.m., starting June 29. *Catch Me If You Can* is now heard Sun., 9-9:30 p.m. BBDO, New York, is DeSoto-Plymouth agency.

COLE MILLING Co. Sept. 26 renews for 52 weeks *Ernie Lee's Omega Show* on more than 60 MBS stations, Sun., 2-2:30 p.m. (CDT). Program originates at WLW Cincinnati. Agency: Gardner Adv., St. Louis.

SCHUTTER CANDY Co. (division of Universal Match Co., St. Louis). Sept. 12 renews for 52 weeks *David Harding—Counterspy* on ABC, Sun.,

(*Continued on page 73*)

NEW PROOF THAT KPRC IS FIRST IN THE SOUTH'S FIRST MARKET!

THIS letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating . . . network affiliations . . . local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

KPRC

Owned and operated by THE HOUSTON POST

HOUSTON 2, TEXAS

W. P. HOBBY, President
OVETA CULP HOBBY, Executive Vice-President

May 1, 1948

JACK HARRIS, General Manager

Mr. Edward Petry
New York, New York

Dear Ed:

A year ago, time-buyers and radio people were asking themselves what the tremendous influx of new stations would do to the audiences of existing stations. Here in Houston we now have an excellent case history:

The February-March 1947 Hooper Station Listening Index listed four Houston stations. The February-March 1948 Index lists seven Houston stations. A year ago, KPRC was first in Total Rated Time Periods with 33.8. This year KPRC still is first with 32.3, a net loss of 1.5. How does that compare with the other three stations listed a year ago?

	1947	1948
KPRC	33.8	32.3
Station "B"	26.4	22.0
Station "C"	25.7	20.2
Station "D"	12.4	8.2

And KPRC's small loss is offset by a 1.3 gain in Sets-in-Use. That's pretty impressive, but what follows is outright dramatic. In the time covered above, KPRC has greatly increased its dominant position over its competitors, as these percentages show:

	1947	1948
KPRC over Station "B"	28.03%	46.8%
KPRC over Station "C"	31.5 %	59.9%
KPRC over Station "D"	172.5 %	293.9%

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

Jack Harris

JH/mm

Affiliated with: NATIONAL BROADCASTING COMPANY...TEXAS QUALITY NETWORK

ALSO OPERATING KPRC-FM

FIRST IN HOOPER RATING

FIRST IN BMB

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NATIONAL REPRESENTATIVES: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

If you want to sell Detroit, don't use WFLA

but...

. . . if you want to sell the Tampa-St. Petersburg market, WFLA is your best buy. . . . And here's why. According to the latest Hooper, WFLA continues its healthy lead in listeners' —morning, afternoon and night! And because WFLA covers the heart of Florida's richest industrial and agricultural area, you reach people with money to spend—right around the calendar!

*It's been going on for years, folks!

5000 WATTS DAY AND NIGHT

NBC AFFILIATE

WFLA

The Tampa Tribune Station

National Representative JOHN BLAIR & CO.

Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.

TAMPA

Feature of the Week

WHILE program directors and publicity men rack their brains for good contest ideas, J. Akuhead Pupule of KPOA Honolulu relaxes and lets listeners dream up the stunts. J. Akuhead Pupule—in the literal Hawaiian translation meaning "Nutty Fish-head"—is Hal Lewis, KPOA's morning man.

Essence of Akuhead's contest is derived from the recording "Deck of Cards," written by T. Texas Tyler. The song states that there are 365 spots in a deck of cards, one for each day of the year. A doubting listener wrote in recently and asked: "How can there be 365 spots, when there are four suits? That would mean 91½ spots per suit." He wanted to know where the ¼ spot was. Even Akuhead couldn't answer that, so he asked his listeners to phone, wire and mail the answer and he would dig up a prize for the correct answer.

Thus a contest was born. The following day the program's sponsors had contributed over $600 in

J. Akuhead Pupule

* * *

merchandise awards and there were 300 contestants recorded by phone, with the mail count passing 1,000 in 48 hours and still coming in. Gov. Ingram M. Stainback of Hawaii has consented to be an honorary judge and all is well, except that Akuhead doesn't know the correct answer. He has wired the publishers of the song for the answer while trying to hold off listeners, who all claim to have the correct solution.

On All Accounts

THERE is a curious sort of irony in the fact that Edward Esty Stowell, account executive at Benton & Bowles, who was educated near the scene of the Boston Tea Party, has emerged as chief functionary on Hollywood's most celebrated coffee party, the Maxwell House program with George Burns and Gracie Allen.

Mr. Stowell is New York-born and Harvard-bred. His career has been a pageant of contrasts from the day he left the lofty halls of Harvard for a somewhat less elevated position as mail boy in the New York office of Benton & Bowles.

Trading perhaps on his degree in sociology, Mr. Stowell proceeded slowly and scientifically to improve his social and fiscal status in the firm, rising from proof reader to production man, until finally in 1937 he was named administrative assistant on the Maxwell House account. With the advent of war he had ascended to the post of co-head of the business and of the administrative staff of the agency's radio department.

Here contrast reared its head again. Mr. Stowell, who had in the meantime developed a studious interest in the collecting of glass ash trays, departed his genteel avocation to enlist in the Marine Corps as a fighting leatherneck in the Pacific. At war's end he had advanced to the rank of major.

Returning to advertising in 1946, he was appointed overall account executive for Maxwell House, whose current radio interests, besides the Burns and Allen show, include the *Wendy Warren* program on CBS and a television show, *Try and Do It*, on WNBT-TV New York.

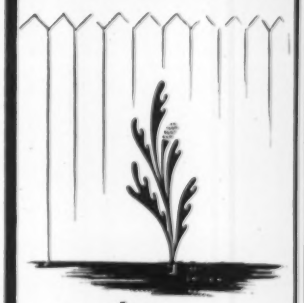
ESTY

As proof, however, that his expensive Harvard education was no wasted item, Esty Stowell is today considered one of the best hot jazz pianists in the advertising business. He is also an accomplished amateur photographer, and a better-than-average tinkerer in carpentry. But he still has not forsaken his collector's crush for unusual glass ash trays.

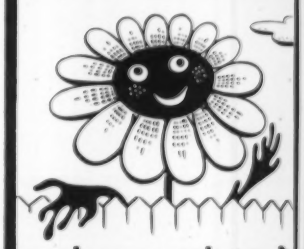
Edward Esty Stowell has been married for nine years and is the father of three children. The family resides in Convent, N. J. And when visitors drop in, they invariably find Mr. Stowell puffing away on his pipe—and drinking Maxwell House Coffee.

Remember the story about...

the little seed



that grew



and grew and grew?

It started out small. Then it soared high above the soil . . . and broke out into a beautiful bloom. That sunflower growth reminds us of WWDC. Today it towers high in the Washington market. To cover this diversified city . . . most smart advertisers use WWDC—AM and FM. It's the low-cost-sales-result station. Are you using it?

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

You'll Be SEEING US In San Antonio

SEEING KMAC-KISS

. . . as pioneers in Texas Television—with our application for channel 9 of the television band, with 22,713 watts visual power.

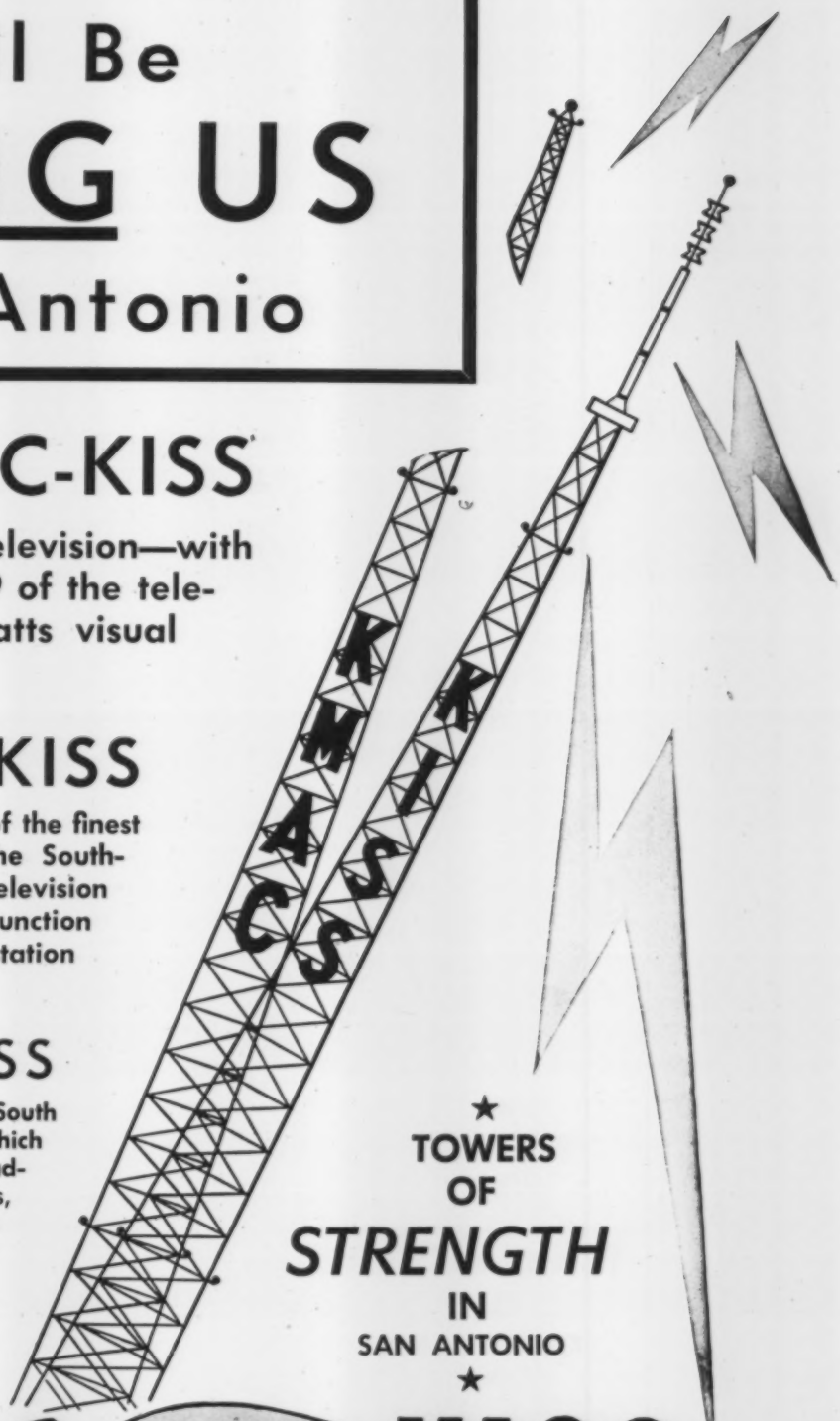
SEEING KMAC-KISS

. . . install, not only one of the finest television transmitters in the Southwest, but also modern, air-conditioned television studios — which will operate in conjunction with our AM station KMAC and our FM station KISS.

SEEING KMAC-KISS

. . . deliver to thousands of South Texans balanced telecasting—which will include outside remote facilities for broadcasts of local baseball games, football games, public meetings, concerts, radio forums and similar broadcasts in the public interest.

YOU'LL BE SEEING A LOT OF US SOON
— SO WHY NOT SEE PEARSON NOW!



★ TOWERS OF *STRENGTH* IN SAN ANTONIO ★

KMAC

1240 *A.M.* ON YOUR DIAL

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

IT'S EASY, IF YOU KNOW HOW!

SOME time-buyers select KWKH because we have 50,000 watts—others because we are a "major network" station—others because our Hoopers in Shreveport are very high.

We're glad to be selected on *any* count—but we respectfully suggest that the BEST reason is just plain old *know-how*.

For 22 years we've worked and studied to learn what kind of programming the 3,975,300 people in our area *want and need*. The result is that KWKH is by long odds the *top* station in this area—one of the top-rated stations, for instance, in the entire CBS list. May we send you the really amazing facts?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 34, No. 23 WASHINGTON, D. C., JUNE 7, 1948 $7.00 A YEAR—25c A COPY

11TH-HOUR THREAT

Johnson-White 'Sleeper' Pends

PASSAGE of any fundamental radio legislation at this session was regarded as questionable last week, despite the surprise introduction of a Senate resolution combining two of the most controversial broadcasting issues the 80th Congress has produced.

The resolution (S. Res. 246), introduced without warning Tuesday by Sen. Edwin C. Johnson (D-Colo.), merged the pending White Bill's section giving FCC authority to review stations' programming with the provision of Sen. Johnson's own pending bill opposing the use of power above 50 kw.

Sen. Johnson failed to ask for consideration of the new resolution at the Thursday meeting of the Senate Interstate & Foreign Commerce Committee, to which it was referred and of which he is the ranking Democratic member. He told BROADCASTING he would bring it up at this week's meeting, tentatively scheduled for Thursday, and predicted passage before Congress adjourns later this month.

Adjournment Looms

But despite his confidence and the fact that he was joined in introducing the measure by Sens. Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.) and Clyde M. Reed (R-Kans.), observers felt the nearness of the adjournment date — currently set for June 19—and the incendiary effect of the subject on the industry would effectively block enactment.

Text of new measure, described by Sen. Johnson as "the White-Johnson bill" because its provisions are derived from bills introduced by both men, is as follows:

RESOLVED, That it is the sense of the Senate that, notwithstanding Secs. 326, 303(c) and 307(b), nothing in the Communications Act of 1934 as amended shall be construed either (1) to limit the authority of the FCC, in considering applications for renewals of broadcast licenses, to determine whether or not a licensee has operated in the public interest, or (2) to authorize the FCC to grant a license to operate a radio station in the amplitude modulation broadcast band on any frequency from 540 kc to 1600 kc with power in excess of 50,000 w, unless otherwise hereafter authorized by a North American Regional Broadcasting Agreement, or other duly ratified international treaty or convention relating to the allocation of such frequencies among countries of North America.

The first provision is a reproduction of the so-called censorship section—Sec. 326—of the long-pending bill introduced by Sen. Wallace H. White Jr. (R-Me.) to amend the Communications Act (S-1333). It was the chief and ultimately the only major target of the industry during the weeks of hearings and subsequent re-writing of the bill last year.

The second provision, against power above 50 kw, was lifted from Sen. Johnson's bill to break down clear channels and keep the present power limitation at 50 kw (S-2231). The NARBA angle is a modification of another pending Johnson resolution, introduced in mid-May and designed to put the Senate on record as instructing FCC not to decide the clear-channel case until a new NARBA had been drawn and ratified.

Sen. Johnson's latest resolution drew prompt protest from the Clear Channel Broadcasting Service, whose 750-kw plan it would kill, and NAB, which has led the fight against the threat of censorship that its officials see in Sec. 326 of the White Bill. CCBS objected to both provisions of the resolution. NAB, pledged not to take sides in the clear-channel fight, took no stand on that issue but asked that the two provisions be separated.

The CCBS protest was sent by CCBS Chairman Edwin W. Craig, chairman of the board of WSM Nashville, to all members of the Senate Committee:

In behalf of CCBS I urge rejection of Senate Resolution 246 submitted June 1 by Sen. Johnson and others. The second clause instructing the Commission to limit power of broadcast stations to 50 kw until after ratification of a new NARBA authorizing higher power is subject to all the objections set forth in my wire of May 26 opposing Senate Resolution 240, previously submitted by Sen. Johnson, plus the further objection that it does not even attempt to preserve the status quo with respect to non-duplication on clear channels.

The first clause attempts to extend the Commission's power to censor and otherwise regulate programs beyond the scope of the present Communications Act. I am sure that virtually the entire broadcasting industry opposes this clause.

The NAB protest, also directed to all committee members, was sent by A. D. Willard Jr., executive vice president, and Don Petty, general counsel:

We have learned that S. Res. 246, introduced June 1, 1948, by Sen. Johnson of Colorado may be considered by the Committee on Interstate & Foreign Commerce June 3. The resolution contains two propositions dealing with two entirely different subject matters—(1) the construction of Sec. 326 relating to the power of the FCC to interfere with the right of free speech, and (2) the placing of a limitation upon the amount of power the FCC can allocate under certain circumstances.

Because of the importance of each of the issues it is earnestly requested that they be separated and not included in one resolution in order that they can be acted on separately.

NAB is opposed to Part 1 of said S. Res. 246 relating to Sec. 326, 303(c) and 307(b) of the Communications Act of 1934 as amended because this part of the resolution is contrary to the said Communications Act and to its legislative intent. Sec. 326 is a specific prohibition on the FCC. No change in the meaning of this section should be attempted except in the normal legislative manner. While we realize that passage of a resolution by either House does not have the force of law, nevertheless the effect may well be to confuse.

We express no opinion concerning Part 2 of said resolution.

Since this session completes the 80th Congress, all bills which are not passed die with the Congress. If action is desired at the next Congress, bills have to be re-introduced as new measures.

A look at the record will show that although about a dozen measures of interest to radio have been introduced and subjected to hearings, no important legislation has been enacted.

Only actions taken radiowise were confirmation of Wayne Coy and George Sterling to FCC posts and approval of $6,310,000 appropriation for FCC [BROADCASTING, April 12]. Appropriation for the State Dept.'s information program was set at $28,000,000.

Of this, about $7,700,000 would be for the programming and ad-

(Continued on page 66)

STRATOVISION CLICKS

Wide Area Covered

By J. FRANK BEATTY

STRATOVISION is living up to the fondest hopes of its sponsor—Westinghouse Electric Corp.

This strikingly new form of airborne radio relay has shown in the last month that it can pick up video and FM signals and spread them over areas vastly greater than ground stations can cover [BROADCASTING, May 17].

Actual reception reports, mostly from listeners with some technical background who had not been apprised that Stratovision tests were under way, have been received by Westinghouse.

In addition, Westinghouse is piling up technical reports of its own engineers for later FCC perusal.

These reports indicate that on the basis of tests thus far conducted it will be possible to stratovise sound and video signals from heights of 20,000 to 30,000 feet.

★

They lend hope to the Westinghouse wish that some day the entire nation will receive diversified sound and visual programs from relay transmitters based on a dozen or so high-flying planes.

Sky Mystery

Out of the springtime clouds have come mysterious signals on television Channel No. 6 (82-88 mc) that at first startled TV and FM dialers who happened to be scanning the skies. The mystery has been momentary, as engineers flying over Maryland, Pennsylvania and West Virginia identify transmissions at frequent intervals.

From their B-29, 20,000 feet up, these Westinghouse pioneers are realizing another forward step in their 2½-year experiment as they retransmit signals from WMAR-TV Baltimore, WMAL-TV Washington, KDKA-FM Pittsburgh and other stations over extensive areas.

One of the next steps is to enlist many thousands of FM and TV set owners in the greatest coverage charting project ever attempted in radio, should Westinghouse carry out its plans [BROADCASTING, Dec. 1, 1947].

While current tests have been conducted on Channel 6, immediately adjoining the 88 mc end of the FM band, Westinghouse has new ideas, including shift of Stratovision tests to Pittsburgh, and has

(Continued on page 68)

Mr. Denny on the stand last Wednesday

'VOICE' PROBE

By ED KEYS

NBC's erstwhile Spanish section supervisor, Albert O. Gandero, most severely chastised figure in Congressional investigations into "slanderous" programs of the "Voice of America," will be recalled from Cuba to defend himself at a brief Senate committee hearing this week, an authoritative source revealed Friday.

Sen. H. Alexander Smith (R-N.J.), adjourning Senate hearings Friday "to study testimony presented up to date," told BROADCASTING that "we may bring Mr. Gandero in to get his views." The co-chairman declined to specifically announce the key figure's recall, but informative quarters claimed knowledge of the committee's intentions to do so.

The hearings, which reportedly will re-convene about the middle of this week, will also be highlighted by a proposal offered earlier to House investigators by Assistant Secretary of State George V. Allen. Secretary Allen will propose a definitive amendment to the Smith-Mundt bill, basis of "Voice" operations, specifically granting his department power to produce all news, information and entertainment features and to contract with private broadcasting companies for broadcasting of the shows.

Cooling Off

Spectacular developments linking "Voice" broadcasts with subversive activities failed to materialize during the majority-inspired investigations. Impetuous legislators at week's end were trying to gracefully extract their fingers from an election-year political pie which proved infinitely less savory than it had appeared on the surface.

First criticism of the NBC programs, prepared under contract to State Department, was raised March 4 on the floor by Rep. John Taber (R-N. Y.). Sen. Homer Capehart (R-Ind.) on May 26 read passages from some of the *Know North America* series in which a number of states were said to have been described in an "insulting" fashion during Spanish-language programs beamed to Latin America [BROADCASTING, May 31]. It was Sen. Capehart's revelation which sent Congressional blood pressures soaring and stimulated protestations throughout official Washington.

Indignant legislators clamored for investigations. Honors fell to a joint committee composed of special Senate sub-committees of the Executive Expenditures Committee and Foreign Relations Committee, under the respective chairmanship of Senators Smith and Homer Ferguson (R-Mich.) Rep. J. Edgar Chenoweth (R-Colo.) hastened to form the House committee composed of Representatives Ralph Harvey (R-Ind.), Walter H. Judd (R-Minn.), Carter Manasco (D-Ala.) and John W. McCormack (D-Mass.). The White House acted May 27 when President Truman ordered an inquiry.

Other Senate committee members are Senators John L. McClellan (D-Ark.), Edward J. Thye (R-Minn.), Carl A. Hatch (D-N. M.), John W. Bricker (R-Ohio), and Bourke B. Hickenlooper (R-Iowa).

Washington observers were primed for a startling expose. House and Senate investigators dug enthusiastically to uncover incriminating facts about the State Department.

Say No Funds

State Department officials bemoaned insufficient Congressional grants to monitor all shortwave broadcasts. Acknowledging that a misunderstanding existed as to whether it or NBC should have checked the scripts, State Department stressed that it had concentrated its checking procedures on programs beamed to critical areas.

NBC made no bones about its responsibility for such passages as "Texas was born in sin" and "New England was founded by hypocrisy." It accepted joint responsibility with the Department, but emphasized that only six scripts of the thousands of "Voice" programs it handled had been singled out for criticism.

Legislators were told, too, that Spanish translated from English or vice-versa, often carries gross different connotations.

As hearing progressed it became increasingly evident that, although the NBC and the State Department were not deserving of complete vindication, that Congress on the other hand, had deceived itself with surface appearances and embarked on a fruitless venture. Some felt the hearings were as ridiculous as the criticised passages in the scripts.

Hearings took on the proportions of an outlandish fiasco when the Senate June 2 approved and sent to the White House a bill providing $28,000,000 for the State Department Information program. It included $11,500,000 for use in the "Voice of America" broadcasts. The White House announced Friday that President Truman had signed the bill.

Three alternatives to the present system of operation were offered during testimony before committees.

Charles R. Denny, NBC vice president and general counsel, told

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FLOOD ROLE

Radio Guides Rescue Work

BROADCASTERS rose quickly to the emergency, writing a new story of public service and staff loyalty as stations assumed a major role in the flood-stricken Columbia and Snake River valleys of the Northwest, according to early reports from stations in the area.

With more than 100,000 persons homeless and over $100,000,000 damage to crops and property, the voice of radio was heard all over the stricken area. Stations forgot normal schedules and working hours to devote all their energies to emergency service.

In the hard-hit Portland-Vancouver area, the seven commercial stations supplied bulletins, kept the public informed, provided contacts among official agencies and sent out warnings of the progress of flood waters.

When the Vanport city dike broke late Memorial Day, the densely populated city was engulfed in a matter of minutes. Warnings of disaster were flashed to the community when the danger became apparent. Appeals were broadcast for rescue workers, trucks and other facilities. Refugee families were reunited. Meantime the world was kept informed of the disaster.

Stations quickly rounded up all available personnel. Special events crews were assembled. Skeleton holiday staffs were filled up, and sent out with tape and wire recording equipment and generators.

News from the stricken area was given top priority, with scheduled programs abandoned. Bulletins from the Red Cross and rescue authorities were broadcast. Care was taken to avoid sensationalism in handling flood news. Only factual stories from authentic sources were used in the effort to avoid panic.

Loyal staffs worked around the clock—often three and four times—with little thought of personal danger or sacrifice involved.

Rescue authorities were lavish in their praise for broadcasters, commercial and amateur alike. Every modern facility was used by stations to supplement their public service with a complete picture of the flooded area. From airplanes, boats and autos radio reporters gave an accurate and restrained account of developments.

KGW Portland, with transmitter and towers in the Vanport area, was shut down by Engineer Clyde Bruyn as the waves swept in and he fled the scene with water swirling around the wheels of his car. From high ground he looked back to see an apartment house, swept along by the water, strike a tower guy wire and pull down the structure.

KALE Portland offered KGW a spare transmitter. Working all night, the KGW staff headed by Chief Engineer Harold Singleton

(*Continued on page 72*)

HENNOCK

Confirmation This Session in Doubt

THE NOMINATION of Frieda B. Hennock for the FCC last week was caught in the Republican policy dragnet, with the outlook bleak indeed for Senate confirmation in the two weeks remaining prior to adjournment.

Although the Interstate and Foreign Commerce Subcommittee, named to consider the nomination, is pursuing customary procedure in considering presidential nominations, the unofficial word was that all nominations of a "controversial" nature would be sidetracked, whether Republican or Democratic.

Thus, it was felt that something approaching a legislative miracle would be entailed for confirmation of the first woman appointee to the FCC for the new seven-year term to begin July 1. Miss Hennock was nominated by President Truman on May 24 to fill the vacancy to be created by the retirement of Clifford J. Durr, Alabama Democrat.

Failure of the Senate to confirm, however, would not preclude Miss Hennock's appointment to the Commission after this session of Congress adjourns, now set for June 19. The President can appoint her for the duration of the Congressional recess, or until the new Congress convenes next January.

Interim Appointment

While Miss Hennock has made no public statement, it was thought that she might be prevailed upon to accept an interim appointment. Last week, however, stringent efforts were being made on her behalf to procure confirmation for the seven-year term, largely on the ground that the FCC needs its full seven member complement.

Moreover, it was emphasized that the political balance of the Commission would not be thrown out of kilter even if the Republicans are victorious in the November presidential elections. Miss Hennock, a New York Democrat, would fill the vacancy created by a departing Democrat, leaving the FCC divided with three Democrats (Chairman Coy, Vice-chairman Walker plus Miss Hennock); three Republicans (Hyde, Jones and Sterling), and an independent (Webster). If there is a Republican President, observers pointed out, he could name a Republican chairman from among the present membership, even if there are no resignations of incumbent Democrats.

The next vacancy on the Commission occurs June 30, 1949 when the term of Commissioner E. M. Webster expires. A fourth Republican then could be named, again assuming the Republicans are victorious in November.

The Senate Committee held a regular meeting last Thursday and the whole question of Presidential nominations was discussed informally after Chairman White (R-Me.) had announced that the subcommittee to consider the Hennock nomination probably would report in a few days. Sen. White reported that Chairman Brewster (R-Me.) of the subcommittee had advised him from Maine that the subcommittee had not yet met but would get together shortly and presumably would act early this week. Other members of the subcommittee are Capehart (R-Ind.) and Johnson (D-Colo.), both of whom have been active in radio legislation.

In 'Controversial' Group

In the ensuing incidental discussion, it is understood that Miss Hennock's nomination was mentioned and that it was presumed that it would be lumped in with all other nominations regarded as "controversial" with no action at this session.

The Republican policy committee, headed by Sen. Taft, Ohio favorite son for the GOP nomination, at its meeting the preceding week had informally decreed that action on nominations should be withheld where terms would extend beyond President Truman's incumbency. This was interpreted to mean that Cabinet appointments and judgeships which would fall outside the political pale would be considered normally, but that virtually all independent agency appointments would go by the boards.

Chairman Brewster had asked Miss Hennock to supply a detailed biography for the subcommittee's consideration. This was furnished last Wednesday. Miss Hennock, who has remained in New York since her appointment, was awaiting a call for a possible personal

(*Continued on page 58*)

SILVER ANVIL AWARD is presented to James D. Secrest (l) Radio Manufacturers Assn. director of publications, and Robert K. Richards (center), NAB director of public relations, by Harry W. McHose, president of American Public Relations Assn. NAB and RMA won award jointly for promotion of "Voice of Democracy" essay contest in connection with National Radio Week last fall. Presentation was made May 27 at APRA's convention in Washington [BROADCASTING, May 31].

FAMILY INCOME

Averaged $3,000 in 1946 In Biggest Cities

INCOME of families and individuals averaged about $3,000 in cities of 1,000,000 and up in 1946, ranging downward to $2,322 for rural nonfarm areas, according to a study of consumer income announced last week by J. C. Capt, director of the U. S. Census Bureau.

The study covers income earners who do not live on farms, and is broken down by age, sex, family size, occupation, tenure, region and color and other classifications. Estimates are based on a sample survey conducted by the bureau in April 1947.

Average (median) earnings of men who had civilian employment for all or part of 1946 and lived in non-farm areas was about $2,100 compared to $1,000 for women, it was shown. Earners who worked fulltime as civilians during the year made considerably more, the corresponding figures being $2,600 for men and $1,700 for women.

Men who were heads of families and were between 45 and 54 years of age averaged about $3,600 for the year compared to $3,400 for those 55-64 and dropping to $1,824 for the 65-and-over bracket. Family heads under 25 averaged $2,300, rising to $2,800 for 25-34 years and $3,200 for 35-44 years.

Little difference was found in regions other than the South in the median earnings of non-farm male earners. The median for the South was $1,700 compared to $2,200 or $2,300 for the other three regions of the nation. This difference was attributed in part to the large share of non-white earners in the South, whose earnings were only $1,100.

Distribution of urban and rural non-farm families and individuals by total money income level, by size of urban place of residence, is shown in the following table:

Families and individuals

Total money income level	Urban and rural-nonfarm	Total urban	Size of urban place of residence: 1,000,000 and over	250,000 to 999,999	50,000 to 249,999	2,500 to 49,999	Rural-nonfarm
Number (thousands)	37,065	27,804	5,734	5,822	5,691	10,557	9,261
Percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Under $500	7.8	7.0	4.0	7.0	6.3	8.9	10.3
$500 to $999	8.3	7.8	7.1	7.4	7.0	8.8	9.8
$1,000 to $1,499	9.2	8.8	8.5	8.2	8.5	9.6	10.1
$1,500 to $1,999	10.1	9.6	8.9	8.9	10.1	10.2	11.4
$2,000 to $2,499	12.4	12.3	10.6	12.5	13.0	12.7	13.0
$2,500 to $2,999	10.8	10.9	11.0	11.1	11.1	10.6	10.6
$3,000 to $3,499	10.3	10.5	10.7	11.2	10.7	9.9	9.5
$3,500 to $3,999	7.1	7.3	7.1	7.2	7.5	7.3	6.6
$4,000 to $4,499	5.5	5.7	6.4	6.2	6.4	4.8	4.6
$4,500 to $4,999	4.2	4.5	5.3	4.3	4.7	4.0	3.4
$5,000 to $5,999	5.7	6.1	7.5	6.1	5.6	5.7	4.3
$6,000 to $9,999	6.7	7.4	10.5	7.6	7.1	5.9	4.6
$10,000 and over	2.0	2.0	2.3	2.3	2.0	1.8	1.7
Median income	$2,603	$2,706	$2,995	$2,771	$2,729	$2,495	$2,322

RCA Making 500-w Video Transmitter

Smaller Stations Will Be Able To Originate Own Programs

A 500-w television transmitter which will permit extension of television to cities of 50,000 and enable smaller stations to become network outlets or to originate their own programs is in production and will be ready for delivery in the fall, RCA Engineering Products Dept. announced last week.

To be used with the transmitter is a three-section RCA super-turnstile antenna, which has a gain of approximately four and which can radiate an effective output of about 2 kw. The coverage thus provided will blanket 1400 square miles, RCA said.

Transmitter is compactly housed in two identical cabinets which can be installed as one unit measuring 56 inches wide, or arranged as individual cabinets, each 31 inches wide. One of the cabinets contains all the components of the picture transmitter, while the other contains those of the sound transmitter.

The video section consists of the carrier-generating circuits, video amplifiers, modulator power supplies and control circuits.

The sound section consists basically of an RCA 250-w FM sound transmitter. It employs the RCA "direct FM" exciter, which automatically maintains constant center-frequency stability.

The control console consists of two units, one for switching and the other for monitoring, according to RCA. The switching panel includes a decibel meter for aural monitoring, and other controls essential to starting and shutting down the transmitter. The video monitor contains a 10-inch kinescope, which reproduces the picture being transmitted, and a 5-inch cathode-ray oscilloscope tube which displays oscillograms of the video waveforms.

BAY AREA TV

CBS and Pauley Present Cases

FCC hearing of applicants for two remaining television channels in San Francisco Bay Area set the stage for a continuance of hearing in Washington later.

There are five applications for the two available channels.

CBS testimony consumed most of the day last Monday (May 31). A voluminous report was presented by Adrian Murphy, CBS vice president and general executive, and William B. Lodge, CBS director of general engineering. They endeavored to point out how the Bay Area would best be served by a nationwide television network.

Mr. Lodge estimated that CBS would spend more than $1,000,000 to build and operate a San Francisco television station for one year. Mr. Murphy estimated that CBS would suffer about a half million dollar loss during the first year of television operation.

Mr. Murphy also testified that CBS, through its national network structure, could supply San Francisco with televised broadcasts from other parts of the nation which would not be available to a local station. The CBS report, which was entered as evidence, contained 36 separate sections dealing with the company's television operations in New York City. Mr. Murphy said it was presented as a guide to the type of service San Francisco would get from CBS.

Television California Inc., principally owned by Edwin A. Pauley, millionaire California oil man and onetime Presidential advisor, made an equally strong pitch to get one of the coveted channels.

Mr. Pauley told FCC Examiner J. P. Blume, who has been conducting the hearings, that he is willing to lose $300,000 a year on a San Francisco television station to get the organization started. He said that he could finance such a loss because of his incomes from oil.

Cites Income

When FCC Attorney Joseph Brenner questioned Mr. Pauley on his financial resources, the oil man stated:

"My income after taxes last year was $600,000 from assured sources. It does not include income from the sale of securities or commodity speculation."

It was brought out that his $600,000 annual assured income is from oil properties valued at $345,000. Valuation of the wells is fixed according to their development costs. One Pauley well, he told the examiner, earns $3,000 a day but is valued at $68,000.

Attorney Brenner asked Mr. Pauley about his political aspirations. He replied that he had none at the present time. He also promised that if granted the television permit, he would not exercise political censorship. He reserved the right, however, to determine what subjects were in the public interest.

Mr. Pauley also told the examiner that he owned 90% of the proposed television venture and his three partners the remainder. The partners, who also testified during the day's session (Tuesday, June 1), are C. L. McCarthy, former manager of KQW San Francisco; V. E. Breeden, San Francisco broker, and R. H. Chamberlain, retired Menlo Park contractor.

Mr. McCarthy, who is general manager of the Pauley television project, testified that the company planned to build two studios, if it obtains a license. One would be in San Francisco and the other in Berkeley. He further testified that the U. of California will be given each year $5,000 for a teacher in "television program experimentation" and $2,500 for incidental expenses plus full use of the Berkeley studio.

Twentieth Century Fox Inc., last of the five applicants was presenting its case on June 3.

TV 'Under $100'

NEW television receiver to retail for "less than $100" will be demonstrated by the Pilot Radio Corp. today (June 7) at firm's factory showroom, 37-06 36th St., Long Island City, New York. The set is known as the Pilot Candid-TV.

ABC CHANGES

Norton Succeeds Borroff As Central Div. Head

Mr. BORROFF

Mr. BRANDT

Mr. NORTON

THE NAMING of John H. Norton Jr. as vice president in charge of the ABC Central Division, with headquarters in Chicago, was announced last week by Network President Mark Woods. Mr. Norton succeeds Edwin R. Borroff, whose resignation is effective June 15.

Other major changes last week included the appointment of Otto Brandt, manager of the station relations department, as supervisor of ABC stations operations, and Ernest Lee Jahncke Jr. to specialize in the affiliation of ABC television stations.

A veteran of 17 years in the broadcasting field, Mr. Norton joined NBC in April 1931, in its former commercial engineering department. He later was transferred to station relations and was appointed manager of that department for ABC when it was separated from NBC. He was elected a vice president in 1945.

Mr. Jahncke

His predecessor, Mr. Borroff, who is leaving ABC for "personal reasons," embarked on his career in radio shortly after his graduation from the U. of Illinois in 1923. His first job was as a news announcer with KYW, then located in Chicago. He shortly was appointed program and commercial manager and in 1928 joined WENR Chicago as sales manager. When WENR was acquired by NBC Mr. Borroff joined the sales department of that network. In 1940 he was named sales manager of the Blue Network, then a part of NBC, and held this position until February 1942, when the Blue Network was established as an independent operating company. On the latter date he became vice president in charge of the network's Central Division, held the same post when the name of the network was changed to the American Broadcasting Co. and remained vice president until the time of his resignation. He is part owner of KPHO Phoenix, Ariz.

Mr. Brandt entered radio in 1933 as a page for NBC, moving up until he became supervisor of the page staff. In 1936 he transferred to NBC station relations, specializing in details of station affiliates of the Blue Network, predecessor to ABC. Early in 1943 he enlisted in the Army Air Forces, and following his discharge in late 1945 he joined ABC's station relations department, of which he was named manager last March.

Entered Radio in 1937

Following his graduation from the U. S. Naval Academy, Mr. Jahncke entered the radio field in 1937 in the NBC traffic and station relations department. He served until 1941 when he rejoined the Navy, attaining the rank of commander. He returned to radio December 1945, as a member of the ABC station relations department.

Ballantyne Named Philco Board Head

JOHN BALLANTYNE, president of Philco Corp. since 1943, was elected chairman of the board of directors Wednesday. He succeeds Larry E. Gubb, who declined re-election because of illness. The latter, however, will continue to serve as a member of the board of the executive committee and the finance committee of the corporation.

William Balderston, executive vice president, was elected president. James H. Carmine, vice president in charge of distribution, was appointed to the finance committee.

Mr. Ballantyne is a 1921 graduate of the U. of Pennsylvania Wharton School. He joined Philco in 1934. From 1941 to 1943 he was vice president in charge of operations, directing the company's conversion to war work and its production of radar.

Mr. Gubb joined the company in 1921 as a salesman and moved up to general sales manager, executive vice president, president and chairman of the board. Mr. Balderston served as liaison man in Washington during the war. Mr. Carmine is completing 25 years of service with Philco.

RAILROADS CONSIDER MILLION-PLUS BUDGET

1948 RADIO budget of $1,180,000 tentatively has been earmarked by the Assn. of American Railroads, Washington, D. C. Final allocations and plans are subject to acceptance by the AAR member systems which currently are being queried by the association.

According to a resolution of the board of directors, money for the first year in radio would be used for a network program. Title tentatively is *Main Line, U.S.A.* and program would commence in September.

In New York, AAR agency Benton & Bowles stated that definite plans for the budget had not been made.

GOP COVERAGE

Stations, Networks Map Plans

By BRUCE ROBERTSON

LAST WEEK, as the June pages of their calendar pads made television executives conscious that the Republican National Convention was less than three weeks off, they began to announce preliminary plans for their convention coverage. For everyone except a few veterans at NBC and WPTZ Philadelphia, who recall their video coverage of the 1940 Republican Convention in the City of Brotherly Love, this would be a television "first" and an important one, with a viewing audience estimated in the millions, probably more people than have ever witnessed any event at the time of its occurrence in the history of mankind.

The GOP chieftains obviously were thinking of this television audience, and of the immeasurably vaster radio public, when they set their convention schedule, as all of the major events of the convention are set for the evening sessions, as far as can be determined in advance, with the necessary but less interesting routine convention business allocated to the daytime hours.

Discovery that the video broadcasters will have to bear charges for installation of certain equipment in Convention Hall which they had previously thought would be stood by the Republican Party has led the committee on television coverage of political conventions to revise its estimate of the overall costs of the pool operation from $80,000 to $90,000.

If shared among 17 stations this would amount to roughly $5,300 per station for the two conventions, estimated as totaling five days each or ten in all. If WAAM Baltimore and WNAC-TV Boston are able to get on the air by convention time, they will also participate in the pool, reducing the per-station fee to about $4,700 for the convention coverage.

Western Union Telegraph Co. last week reported that work on its radio relay hookup for transmitting video programs between New York and Philadelphia was in the final stages.

AT & T Line

The on-the-Convention-Hall-floor proceedings are obviously the main ring of the political circus and will get most of the video time. AT&T is devoting one of the three coaxial cable circuits affording video connections between Philadelphia and the other eastern cities with television stations exclusively to the convention floor activities, with the TV camera pool covering the full show from opening to closing on each day of each convention. But the individual networks and at least one independent station—WPIX New York—are planning plenty of sideshow material, interviews, roundups, predictions, and the like, to use during interruptions or in place of some of the less interesting floor events. AT&T has set aside a second cable for this purpose, to be shared by the stations and networks who wish to use it. And NBC, in addition, has its private hookup via radio relay.

The following schedules of the individual video organizations plans for their convention coverage are necessarily tentative and incomplete at this time. But as of last Friday, this is how the plans stood:

* * *

ABC — Velotta Will Supervise

ABC is planning to give the political conventions full video coverage and will have a TV as well as a sound broadcasting studio in the Bellevue-Stratford Hotel adjoining Convention Hall. Network is also sending its new video mobile unit to Philadelphia to be stationed outside Convention Hall in readiness for special outside pickups.

Thomas Velotta, ABC vice president in charge of news and special events, will give overall supervision to all of the network's convention coverage, TV as well as AM, with Paul Mowrey, national director of television, coordinating the programming for the ABC Eastern TV network with nationwide AM broadcasts. Burke Crotty, ABC director of special events for television, will produce the convention video programs. George Milne, engineering director for the network, will be in charge of all engineering operations, both AM and TV.

All of the network's commentators at Philadelphia will be available for television and will be used on TV as needed. ABC has tentative reservations for the following periods each day of the convention for time on the coaxial cable that AT&T has made available to TV stations for their out-of-Convention-Hall programming: 10:30-10:45 a.m.; 12:15-1:15 p.m.; 6:45-7:15 p.m.; 8:45-8:55 p.m.; 11 p.m.-12 midnight.

* * *

CBS — Two Full TV Crews

CBS is sending two full television crews to Philadelphia for the political conventions, one for the pooled coverage of on-the-floor activities, the other for the network's exclusive video pickups outside of Convention Hall. Robert Bendick, director of news and special events for CBS television, will be in charge of the network's video convention staff of 30 to 35 persons, coordinating their activities with those of the AM convention staff, all under the general direction of Wells Church, CBS director of news broadcasts.

In addition to its manpower contribution to the video pool at the conventions, CBS is providing a mobile unit to assist the pool coverage. The network will also have on hand two TV mobile units for its own use, one supplied by WCAU-TV, Philadelphia affiliate of the CBS video network, the other being sent to Philadelphia from the network's key station WCBS-TV New York. Paul Wittlig, manager of technical video operations for CBS, will supervise the network's TV engineering staff at the conventions, under the general direction of Henry Grossman, CBS director of technical and building operations, who will head the complete CBS engineering set-up at the conventions.

CBS is planning dual AM-TV coverage for as many of the convention events as possible.

Interview Studio

CBS will also maintain a special interview studio equipped for simultaneous sound broadcast and television pickups. Mr. Church and Mr. Bendick will keep in close touch with this studio for airing anything of interest by either or both media. The network has filed preliminary applications with A T&T for use of the special coaxial cable at the following times, Monday through Friday, for the week of the Republican convention: 10:30-10:45 a.m.; 11:30 a.m.-12:15 p.m.; 7:30-8 p.m.; 8:30-8:45 p.m.; 11:15-11:30 p.m.; 12:15-12:30 a.m.

In addition, CBS has made tentative cable reservations for 2-2:15 p.m. and 9:15-10:30 p.m. on Wednesday, and on Thursday for 2-2:15 p.m., 3:30-5:15 p.m., 9:15-10:30 p.m. and 12:30-2 a.m.

* * *

NBC — Staff of 50 For Smith

CARLETON D. SMITH, director of television operations for NBC, will be in charge of that network's coverage of the political conventions, supervising a video convention staff of 50, according to preliminary plans. Working under Mr. Smith, Noel Jordan, NBC director of video field pickups, will head a crew of six television program directors; F. A. Wankel, assistant director of television engineering operations, will have charge of the 27 NBC video engineers on the convention scene; and Edwin Wilbur, NBC video field supervisor, will have charge of the mobile unit engineering crew.

NBC will have two cameras in Convention Hall, two in its Bellevue-Stratford studio and two in the mobile unit, in addition to the two that NBC will contribute to the video pool. WPTZ, NBC's video affiliate in Philadelphia, is also placing its mobile unit at the network's disposal.

William Burke Miller, video program editor, is serving as contact man for the NBC television department with the convention people, making arrangements for studio space, housing for the staff, etc. Adolph J. Schneider, assistant manager of operations, NBC news and special events department, is serving as liaison for television, coordinating the AM and TV convention activities.

All of the NBC newsmen and commentators will be available for video as well as sound broadcast coverage of convention events, with the following assigned primarily to the TV end: Ben Grauer, ace announcer, who will probably be stationed on the floor of the Convention Hall; Bob Stanton, video special events announcer; John Cameron Swayze, conductor of NBC's morning *World News Roundup;* Alex Dreier, NBC Chicago commentator; Nancy Osgood, director of women's programs for NBC Washington; John Batchelder, Miss Osgood's announcer.

NBC's exclusive convention video programming—everything outside of the pooled coverage from the convention floor—will be presented in cooperation with *Life* magazine, which in effect is sponsoring these convention programs at a reported fee of $100,000. Details had not been finally worked out last week but it was planned to use many of the *Time-Life* correspondents at the convention as television reporters in addition to their magazine duties.

As precursors of its convention

(*Continued on page 71*)

CONVENING in tradition-steeped Philadelphia this month and next, GOP and Democratic chieftains will afford the broadcasting and telecasting industry the opportunity of covering the outstanding news stories of the year. Networks and stations this week feverishly culminated work on their blueprints—described herewith. Pooled television plans were announced a fortnight ago [BROADCASTING, May 31].

Akron Store Aids Business Via Radio

Intra-Store Television Is Begun By Salt Lake City Retailer

TWO retail-radio projects, in Akron and Salt Lake City, have been added to the list of broadcast advertising successes by department stores.

Intra-store television program project has been arranged by KSL Salt Lake City and ZCMI, large department store. The telecasts will include six one-hour programs a week. ZCMI has built a studio on the second floor to originate telecasts, with seven screens placed in strategic spots around the store.

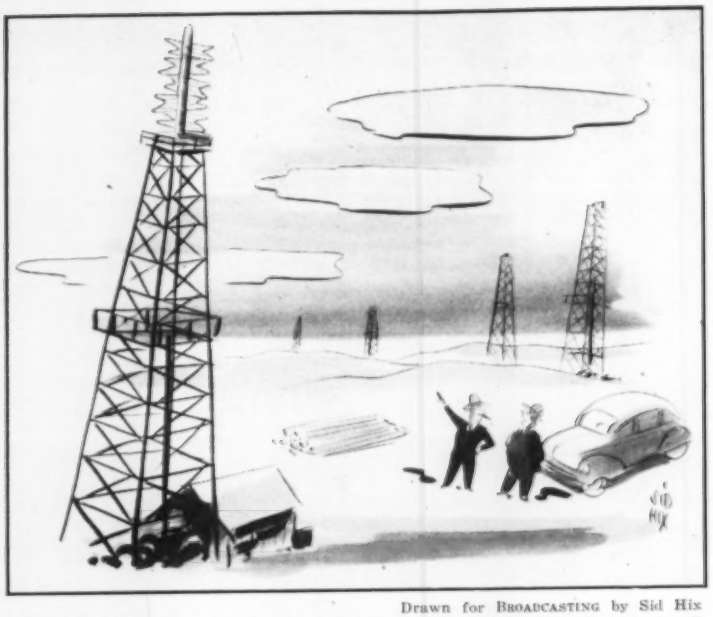
Arrangements were made by Ivor Sharp, KSL vice president and general manager, and Harold H. Bennett, ZCMI general manager. Programs include fashion shows and events from store departments including interviews via portable cameras.

Another radio-retail project, between A. Polsky Co., Allied subsidiary, and WHKK Akron, is deemed by the station as "proof that radio is no longer an experiment with a local department store."

The contract, recently renewed, is one of the largest block purchases in Akron history, according to WHKK. It was handled under direction of Philip R. Herbert, WHKK commercial manager, and Dick Guy, Polsky's publicity and promotion manager, along with Robert Loos, of McDaniel-Fisher & Spellman.

Polsky's quarter-hour broadcasts received honorable mention last winter from the National Retail Dry Goods Assn. Its teen-age *Hi-Jinx* half-hour was given an award as an outstanding program in that class. Sales of men's clothing increased notably as a result of the WHKK *Tic-Toc Time*, with sales of a brand of hosiery attaining a high average.

Extensive merchandising activities stimulated interest in the broadcasts, which follow the beamed technique popularized by Joske's of Texas, another Allied store.



Drawn for BROADCASTING by Sid Hix

"As long as I can keep this thing going down below I'll be okay on top."

P&G Renews Three

PROCTER & GAMBLE Co., Cincinnati, has renewed the following CBS programs: *Lowell Thomas*, weekdays, 6:45-7 p.m.; *Jack Smith Show*, weekdays, 7:15-7:30 p.m., and *Beulah*, weekdays, 7-7:15 p.m. Compton Advertising Inc. is agency for *Lowell Thomas*, and Dancer-Fitzgerald-Sample Inc., Chicago, handles the other two shows. Renewals are effective June 28.

National TV Film Council Selects Committeemen

TEMPORARY committee chairmen for the recently organized National Television Film Council New York have been announced by council chairman Melvin L. Gold, director of advertising and publicity, National Screen Service.

Chairmen are: by-laws committee, Irwin Shane, executive director of Television Workshop; film distribution committee, Myron Mills, in charge of television, Equity Film Exchanges; television stations committee, Robert Paskow, film director at WATV Newark, N. J.; program committee, Jay Williams, television director, Film Equities Corp., and press relations committee, Sally Perle, Mesal Organization.

PAID PROGRAM LOGS

GROWING concern over whether to charge for radio program listings is being evinced by members of the Newspaper Advertising Executives Assn., John Lewis, chairman of the organization's research committee, told BROADCASTING Thursday.

Mr. Lewis, who is advertising director of the *St. Paul* (Minn.) *Dispatch* and *Pioneer Press*, said the fact that 365 of approximately 1,000 NAEA members responded to his committee's recent query on radio listings indicates "we are beginning to look for the point beyond which we cannot go." He said NAEA questionnaires usually draw only about 100 replies.

"With television and FM growing rapidly and making more demands on newspaper space, and with newsprint and publishing costs rising sharply, many newspaper advertising men are looking for revenue wherever they can get it," he declared. "Many feel they can't list expanded radio programs any longer on a free basis although some are reluctant to start charging for what previously has been carried free. The new mediums, like television, should pay their way, they say."

365 Reply

Thirty of the 365 dailies replying in the recent survey reported they now charge for program listings, and 74 plan to do so. Forty-one reported they do not list programs.

The following facts were revealed by those who charge:

- **25 bill the individual stations**
- **2 pool the charges to all stations**
- **6 collect from sponsors**
- **27 exercise full control over form and position of listings**

1,000 Dailies Polled

- **18 permit names of sponsors or products**
- **15 charge the retail rate, three the national, five the amusement, and eight a flat rate.**

A total of 159 papers replied "no" to the question—"Do you plan to charge for listings in the future?", 49 were undecided, and 10 failed to answer. Seventy-one papers gave "reader interest" as the reason for not charging.

Replies to the queries came from 153 papers in the under 35,000 circulation class, 92 in the 35,000 to 100,000 class and 78 in the over-100,000. Of those participating in the survey, 134 own stations, 229 do not, but 27 have an interest in one. Sixteen respondents said there were no stations in their markets, 246 reported from one to five stations, and 72 from six to ten.

RMA Convention Agenda Scheduled

Meeting to Be Held June 14-17 In Chicago's Stevens Hotel

ROLE OF RADIO in industrial mobilization will feature some two-score meetings schedured during the June 14-17 convention of Radio Manufacturers Assn. at the Stevens Hotel, Chicago.

New problems arising from FM and television progress will be considered along with increased military purchasing. President Max F. Balcom will review the whole electronic situation in his annual address and report at the membership luncheon June 17.

At that meeting Fred R. Lack, Western Electric Co., an RMA director and chairman of the RMA special government liaison committee, will discuss specific U. S. proposals for industrial mobilization.

Election of officers for the 1948-49 fiscal year will be held during the luncheon. Fourteen directors will be elected that morning to fill vacancies arising under staggered-term policy.

'Parts' Meeting Monday

Meetings of Parts Division sections will be held Monday, June 14. Other sections and major committees will meet Tuesday, with Wednesday devoted to sessions of executive committees of the five RMA divisions—set, tube, parts, transmitter and amplifier and sound equipment.

Two sessions are scheduled by the RMA board. The first will be held Wednesday afternoon, attended by directors whose terms will expire. The new board will meet Thursday during the membership luncheon to elect a president and treasurer and then complete its reorganization following the luncheon.

Though RMA has no exhibits during the convention many of its members will display new radio and television sets at the trade show of the National Assn. of Music Merchants to be held concurrently at the Palmer House. No banquet will be held this year. Final event will be a convention golf tournament Friday under auspices of the Radio Industries Golf Club of Chicago, at Calumet Country Club.

CBS Renewals

CBS announced 52-week renewals last week for the following programs: Prudential Insurance Co. of America, Newark, N. J., *Family Hour*, Sundays 6-6:30 p.m. effective June 6, through Benton and Bowles, New York. Household Finance Corp., Chicago, *The Whistler*, Wednesdays, 10-10:30 p.m. effective June 23, through Levally Inc., Chicago. Procter & Gamble Co., Cincinnati (Lava Soap), *The FBI In Peace And War*, Thursdays, 8-8:30 p.m. effective July 1, through Biow Co., New York.

ABC TV RATE CARD

Covers 10 Stations

THE FIRST television network rate card, establishing a one-hour evening gross time charge of $3,850 for 10 stations, eight of which are not yet on the air, was released last week by ABC.

The rate schedule pointed out that of the 10 stations owned by or affiliated with ABC, seven were not inter-connected and hence advertisers using all stations would be "required to make arrangements for broadcasting the program through the use of film at a charge to be determined in each case."

The rates for the 10 stations listed in the initial schedule are "subject to change at any time," but advertisers will be given a six-month protection period.

WJZ-TV, ABC's New York outlet, was scheduled at a $750 per evening hour rate, but it was announced this rate would be raised to $1,000 as soon as the station goes on the air, Aug. 15, 1948. Advertisers who contract for the time on WJZ-TV before its debut, however, receive protection at the $750 figure for the first six months of commercial operation.

Class A rates apply to evening hours Monday through Friday, 7-10:30 p.m., and Saturdays and Sundays, 12 noon-10:30 p.m. Class B rates, 75% of the Class A, apply to Mondays through Fridays, 5-7 p.m., and Saturdays and Sundays, 10:30-11 p.m. Class C rates, 60% of Class A, exist at all other broadcast hours.

Rate schedules for the 10 stations follow:

Station	Location	One Hour Rate Evening	75%	60%	Channel Number	Approx. Date on Air
WJZ-TV	New York	$750	$563	$450	7	Aug. 15, 1948
WFIL-TV	Philadelphia	400	300	240	6	On air
WMAL-TV	Washington	300	225	180	7	On air
WXYZ-TV	Detroit	350	263	210	7	Nov. 1, 1948
WENR-TV	Chicago	600	450	360	7	Sept. 1, 1948
WTCN-TV	Minneapolis	200	150	120	4	Jan. 1, 1949
WDSV-TV	New Orleans	200	150	120	6	Jan. 1, 1949
KECA-TV	Los Angeles	500	375	300	7	Dec. 1, 1948
KFMB-TV	San Diego	200	150	120	8	Jan. 1, 1949
KGO-TV	San Francisco	350	263	210	7	Dec. 1, 1948
Total 10 stations		$3850	$2889	$2310		

Studio Rehearsal Charges

The schedule also listed studio rehearsal charges in the five ABC owned and operated video stations. Minimum charges will be one hour, with periods in excess of that assessed at 25% of the hourly rate for each additional 15 minutes or less.

Rehearsal scales follow:

Station	One Hour Rate Program All Live	Program All Film
WJZ-TV New York	$200	$75
WENR-TV Chicago	100	50
WXYZ-TV Detroit	100	50
KECA-TV Los Angeles	150	60
KGO-TV San Francisco	150	60

If film is used in conjunction with a live program there will be an additional flat charge of $75 in New York, $50 in Chicago and Detroit, and $60 in Los Angeles and San Francisco for use of the film studio, regardless of the length of the rehearsal.

If live voice over film is used, add 50% to "Program All Film" rates.

A discount system for advertisers using 13 or more consecutive weeks of network television was also included. The rate schedule read:

"The weekly station-hour discount will be based on two factors:

"1. Total amount of time used during the week up to one hour.

"2. The proportion of available ABC stations ordered.

"The maximum weekly station-hour discount will be 10%, which maximum will be given to advertisers using one hour or more and ordering all available stations.

"Advertisers using less time or ordering fewer stations will receive a discount which is proportionately lower, the discount percentage being figured to the nearest tenth of 1%.

"For example, an advertiser ordering one half-hour per week on all available stations will receive half the maximum discount, or 5% as shown below.

"If an advertiser orders only two-thirds of the available stations, he would receive two-thirds of the half-hour discount, i.e., two-thirds of 5% or 3.3%.

"As another example, if an advertiser orders one half-hour per week on three quarters of the available stations and another half-hour per week on two-thirds of the available stations, he will receive three-quarters of the half-hour discount plus two-thirds of the half-hour discount on both half-hours, while both are running concurrently—i.e., three quarters of 5% or 3.8% plus two-thirds of 5% or 3.3%, or a total discount of 7.1%.

"For purposes of determining the weekly discount for each 13-week cycle of an advertiser's contract, the term 'available stations' is defined as all stations in operation plus all stations which, as publicly announced by company, are expected to commence operations during such 13-week cycle. The weekly discount for the first 13-week period will be based on the proportion of ordered stations to the total available stations as of the date the order is accepted, and for each succeeding 13-week cycle, as of 30 days prior to the end of the preceding 13-week cycle."

Weekly Discounts

Weekly discounts for full available network (based on total time ordered per week):

5 min. .8%; 10 min. 1.7%; 15 min. 2.5%; 20 min. 3.3%; 25 min. 4.2%; 30 min. 5.0%; 35 min. 5.8%; 40 min. 6.7%; 45 min. 7.5%; 50 min. 8.3%; 55 min. 9.2%; 60 min. 10%.

Further discounts for users of ABC AM networks time as well as television were also provided. The schedule said:

"During each week that an ABC-TV network advertiser uses ABC AM network facilities, he will receive an additional weekly TV discount as follows":

AM WEEKLY GROSS CONTRACTED VALUE				
Less than $6,000	$6,000 to 12,000	$12,000 to 18,000	$18,000 or more	AM annual gross billing of $1,500,000 or more
Additional TV weekly discounts				
1/2%	1%	1 1/2%	2%	2 1/2%

Other provisions of the rate card were:

Annual Rebate

"For 52 consecutive weeks of network broadcasting.

"In addition to the weekly discounts an annual rebate of 7 1/2% of the gross billing will be allowed on each station used for the 52 consecutive weeks of the rebate-fiscal year.

"Station substitutions without lapse may be made without loss of rebate if the gross weekly dollar volume is maintained.

"The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the rebate-fiscal year. Rebate will be due and payable at the end of each 52 weeks of consecutive service, or will be paid concurrently on firm 52-week contracts.

"Interruptions of the series due to broadcasts of special events will not affect the advertiser's right to rebate.

Agency Commission

"A commission of 15% will be allowed to recognized advertising agencies on gross billings less applicable rebate and discounts and less the prompt payment credit whether it is earned or not. From annual rebate, if any, the company will deduct any excess agency commission previously allowed. The 15% agency commission will also be allowed on studio rehearsal charges.

Prompt Payment Credit

"Two points of the total weekly discount are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred."

The network said that television network rate card No. 1 was effective immediately for stations now on the air.

AFA ANNUAL MEETING TO STUDY RADIO, TV

ASPECTS of radio and television will be studied by members of the Advertising Federation of America when they hold their 44th annual meeting June 13-16 at the Netherland Plaza Hotel, Cincinnati.

James D. Shouse, president, Crosley Broadcasting Corp., is scheduled to speak on "What About Television" Monday morning, June 14. The following morning, Eugene S. Thomas, sales manager of WOR New York and chairman of the AFA committee on education, will be chairman of a panel discussion on "How Can We Improve College Training of Advertising Personnel?" Included on the panel is John J. Karol, CBS sales manager.

Also on Tuesday, June 15, Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Assn., is scheduled to speak on "How To Get the Most Out of the Advertising Budget."

Strike It Rich, CBS Sunday night program, 9:30-10 p.m. will be aired from the Netherland Plaza June 13 in connection with the AFA meeting.

NBC TV PLAN

National Network in '53—Strotz

1953 WAS SET as the probable kick-off date for coast-to-coast television by Sidney N. Strotz last Thursday in his first public appearance as NBC administrative vice president in charge of television. Addressing a news conference in the NBC board room in Radio City, New York, Mr. Strotz pushed back estimates of his predecessor, Frank E. Mullen, who resigned to become president of the Goodwill Stations [BROADCASTING, May 17] when he said:

"I don't think we'll have coast-to-coast television until 1953, either by radio relay or coaxial cable."

Admitting that this represented a considerable revision of his own earlier thinking, Mr. Strotz said that many people, including himself, had overlooked one important factor in the national video network picture—the extremely long hauls between cities with TV service in the Western part of the country. These intercity distances are too long, he declared, for NBC to buy coaxial cable or other network service so far proposed at a price at which they can sell program service to stations or advertisers.

"The present high cost of network facilities is the main stumbling block to coast-to-coast television," he stated. In answer to questions, he said that NBC has no plans for providing any permanent facilities service. Already subject to FCC regulations as owner and operator of AM, FM, and TV stations, NBC has no de-

(Continued on page 60)

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MUTUAL-TV

No Network Video Now

MUTUAL as a network is keeping close watch on all television developments and will be ready to serve its affiliates in this new field as it has in AM broadcasting; however, for the immediate future MBS will leave actual video operations to its stockholder stations, Edgar Kobak, MBS president, said last week. He pointed out that Don Lee has long been active in television on the West Coast; that WGN-TV is now rendering daily service in Chicago; that the Yankee Network is starting its station in Boston, and that WOR New York will soon have video stations both in that city and in Washington, D. C.

Mr. Kobak

'Far Along' in TV

"Mutual is as far along in television as the other networks," Mr. Kobak said, "but we haven't talked so much about it. ABC is selling stock to the public and we aren't. NBC and CBS are trying to keep their AM affiliates lined up with them videowise; our stations who have gone into TV are largely our stockholder stations whom we don't have to worry about. When the time comes of nationwide network facilities Mutual will be ready to serve our affiliates and perhaps before that time we will provide a film service if it is desired. Meanwhile, Don Lee, Yankee, WGN and WOR are forging ahead in television and will be able to serve other Mutual stations, and what does it matter whether they get service from the network as a network or from its stockholder stations?"

Loose TV Networks

Pointing out that the Yankee station (WNAC-TV Boston) has a working arrangement with the CBS Television Network and "may have a similar deal with ABC," both to continue until WOR's video stations are in operation, Mr. Kobak said that for a while at least television network affiliations are going to be much looser affairs than the affiliate-network relationships of AM broadcasting. "This is a good thing," he said. "The better programs a video station can bring into its community from whatever sources, the more television sets will be sold and the faster television will achieve the circulation it needs to make it a profitable advertising medium."

Mutual is giving much thought to the situation a few years hence "when there will be four AM networks and four TV networks—and Mutual will be one of the four in each category," Mr. Kobak said. "Where is the money coming from to support four of each kind of network?", he asked. "The advertising appropriations will be divided a little differently than they are at present, and perhaps spread a little thinner, with television getting some of the money that is now spent for newspapers, magazines, outdoor, yes, and for AM broadcasting, too. I have a hunch," he declared, "that a few years from now survival may be difficult and one way to survive then is to be careful now. That's what we at Mutual are doing."

Opening Nights on TV

WPIX New York, *News* TV station due to begin program service on June 15, has obtained exclusive rights to televise lobby and outfront activities at Schubert theatres on opening nights during the 1948-49 season. A half-hour series of standard format is planned.

LISTENERS' JOB

Coy Tells Graduates How to Aid Radio

EMPHASIZING that FCC "has no powers of censorship," Commission Chairman Wayne Coy called upon the listening public last week to join broadcasters in raising the level of radio's service.

He spoke Thursday night at the 70th commencement exercises of the College of Music of Cincinnati, which conferred upon him the honorary degree of Doctor of Music.

Twelve members of the graduating class received the Bachelor of Fine Arts in Radio Education, making them, Mr. Coy noted, "the first in our nation to achieve this recognition from the field of education for the field of broadcasting."

First Award

The college is the first to award the degree. Its radio department is under the direction of Uberto T. Neely and the faculty is drawn from the staffs of WLW and WSAI Cincinnati, the radio and advertising departments of Procter & Gamble and the U. of Cincinnati.

Chairman Coy told the graduates that they "can stimulate the movement for better radio not only as professional musicians and as teachers, but as civic leaders.

"The increased responsibilities of the radio broadcaster in this day of increased radio facilities and of heightened social, economic and political problems call for more attention by the radio listener," he continued. "In a democratic society where the people own the radio channels but entrust them to private individuals for operation, the people have a real responsibility in a common effort to insure maximum benefit from those channels."

Cleveland Council Praised

Mr. Coy thought it "futile to assume, as some have assumed in the past, that the listeners can discharge this responsibility merely by tuning in the programs that they like and tuning out the ones they don't like. The listener can play a far more effective and intelligent role than that," he declared, praising the work of the Greater Cleveland Radio Council and suggesting that "similar councils might well be established elsewhere."

He said every school room should be equipped with a radio set, and envisioned television as "the electronic blackboard of the future" in the nation's class rooms.

Besides its "incalculable opportunities" for service, Mr. Coy asserted, "broadcasting also offers fabulous opportunities for the dissemination of the trivial and inferior." Today's graduates, he said, "can reflect credit on your alma maters and on yourselves by dedicating yourselves to raising the standards of public taste."

Training Stressed

The coming generation, he said, must be trained to get the most out of the media of mass communication. He continued:

In regard to radio, they should know that radio frequencies are of the public domain and, therefore, part of their heritage; that these frequencies are licensed for limited periods to broadcasters who promise to serve the public interest, convenience and necessity.

They should know, furthermore, that while the government regulatory agency —the FCC—is required to review a broadcaster's overall performance during his license period to determine if he has served the public interest, the agency has no powers of censorship. I can assure you that quite a few citizens are not acquainted with these simple fundamentals of our radio licensing system. . . .

. . . Parents need to understand that merely depriving children of the use of the radio in the home is not the way to solve the juvenile listening problem. The way to meet that problem is to guide the children toward suitable programs.

The broadcasters, for their part, can help by providing suitable programs as an incentive to intelligent juvenile listening. And they can cooperate in every sound endeavor with the schools and the parents to meet the radio needs of the community.

The cooperation that resulted in the establishment and the support of the Radio Dept. of the Cincinnati College of Music is a shining demonstration of what can be done in this regard. This new department of the College of Music is a great compliment to Cincinnati's radio broadcasters as well as to this institution.

The broadcasters, the schools, and the parents, working together, can make radio an increasingly effective force in American life.

Mr. Coy expressed hope that the college's radio training program "will be widely emulated by other colleges and universities over America."

Strike Continuing At WFIL Stations

Union Enjoined From Picketing By Common Pleas Court

DEADLOCK between the American Communications Association, CIO, and WFIL stations Philadelphia continued past its fifth week Saturday June 5 with no sign of a break.

On Wednesday the station scored what the management considered something of a victory when a Philadelphia Common Pleas Court enjoined the union from picketing except in limited numbers and places.

The union, whose Broadcast Local 1 claims 43 WFIL engineers on strike, discounted the company's victory by saying the number of pickets permitted by the court order was more than the union had normally been using or wanted to use.

Union Action

Late Thursday the union started a new action in Federal District Court, Philadelphia. This time the suit is against the National Labor Relations Board, which has ordered an election to be held tomorrow to determine whether the International Alliance of Theatrical Stage Employes and Picture Machine Operators of the United States and Canada represents the TV engineers. In this action ACA sought to enjoin NLRB from holding the election, claiming the bargaining unit to ballot was inappropriate, that the NLRB set the election before holding hearings and that disposition of ACA's unfair labor charges against the stations should be made before holding the election. The suit may also provide constitutional test for provisions of the Taft-Hartley Act which require union leaders to file non-Communist affidavits at the NLRB. It was stated that failure of the ACA leaders to file the affidavits had caused the NLRB to omit giving ACA any standing in the election. Despite the irregularities claimed by ACA a hearing on this action will be held today (Monday).

Convention Crisis

The union reported a new development in its effort to prevent the WFIL stations from on-the-scene broadcasting of the political conventions should the strike be on at that time. The union said that the Philadelphia Industrial Union Council, central body of all CIO unions in the city, had voted to support any picket lines the ACA would put around Convention Hall and other places during the conventions.

On Tuesday the union did get a cancellation of a commercial telecast of a rally for Presidential Candidate Stassen. The station acknowledged the cancellation but said that its newsreel forces nevertheless covered the meeting and gave it coverage as a public service.

NAB Progress

"NAB has made more progress without any network representation on its board than it ever did with it," Edgar Kobak, MBS president, told BROADCASTING last week. Mr. Kobak commented on a statement [CLOSED CIRCUIT, May 31], "Several network chiefs understood to regret associate membership and would like to be active again." He added, "I am not among them and you can quote me on that." When each network had a board member, prior to associate status, Mr. Kobak attended board meetings as an "observer."

Treaty on HF Use Ratified by Senate

SENATE June 2 ratified International Telecommunications Convention with appendixes as signed at Atlantic City on Oct. 2, 1947, by the delegates of the United States and by delegates of 77 other countries.

Subjects covered in the convention include revision of the Madrid Convention, reconsideration of the Cairo radio regulations, establishment of an international high-frequency broadcasting organization and the allocation of frequencies to the service of high-frequency broadcasting. An orderly system of international rule and practice, which would give assurance to the largest and most efficient use of radio internationally with a minimum of interference and friction in the use of the available airways, is the matter involved.

Sen. Arthur H. Vandenberg (R-Mich.), presenting the documents, told his colleagues that Sen. Wallace H. White Jr. (R-Me.), author of most of the existing radio legislation and "the best informed man in the Senate in respect to the subject matter involved," had approved the treaty after devoting "his recuperating strength during the last three weeks to a careful study" of it.

"I believe the Senate will be of the opinion that the Senator's approval of the treaty, which may perhaps be his final formal act in connection with his distinguished public service, deserves the ratification which the committee itself has given," Sen. Vandenberg declared. He pointed out that Sen. White, who is retiring at the end of the present term, reported no opposition to the documents from either government agencies or commercial interests.

The documents revise the Madrid Convention and the Cairo radio regulations, and provide for orderly international assignment of the high frequencies.

CAPT UNMOVED

But Demand for 1950 Set Census Grows

CURT response by Director J. C. Capt, of the U. S. Census Bureau, to suggestions by broadcasters, associations and legislators that a radio set ownership question be included in the 1950 decennial census is expected to spur rather than halt the flow of requests submitted to the bureau.

Extent of the interest shown by broadcasters and advertising groups is expected to be an important factor in the bureau's final decision on a set tabulation. Already more than a dozen Senators and Representatives have contacted Director Capt, who hasn't been overly impressed, judging by his formal acknowledgement.

A number of broadcasters have contacted their Senators and Representatives on behalf of the 1950 radio home tabulation [BROADCASTING, May 31]. Reasons behind the need for a set census were set forth in a letter to Director Capt from Sen. Burnet R. Maybank (D-S. C.).

Among those who asked the Census Bureau last week to include radio in its 1950 project were Sen. Robert F. Wagner (R-N. Y.); B. R. Donaldson, director, Advertising Dept., Ford Motor Co.; Felix W. Coste, director of advertising, Coca Cola Co.; Howard M. Chapin, director of advertising, General Foods Corp.; Sen. Hugh Butler (R-Neb.); Rep. Lindley Beckworth (D-Tex.).

Carpenter Letter

Murray Carpenter, president of WPOR Portland, Me., and former agency executive, brought the matter to the attention of Rep. Frank Fellows (R-Me.) in a letter outlining the basic issues. Mr. Carpenter wrote:

> There is some talk in the radio trade about the possibility that the Census Bureau will eliminate from the next census any question about the ownership of radio receivers.
>
> Perhaps the Census Bureau's intention to eliminate this from their investigation may spring from the obvious fact that most homes in the United States are commonly known to be radio equipped. It may seem to the Census Bureau that such a question would be a waste of time. However, since the last census, there has been substantial growth in FM and facsimile broadcasting, and by the time the next census is conducted, I expect TV will have grown so big that literally millions of homes will be equipped with TV receivers.
>
> Consequently it seems to me that if there was any virtue in inquiring about radio set ownership at the time of the last census, there is much more sense in inquiring about the ownership of receivers in the census to come, and this inquiry should distinguish between AM, FM, TV, and facsimile receivers.
>
> Probably constituents send you many requests that you ask the Census Bureau to investigate this, that, or the other thing. I shall not ask that you advocate the inclusion in the census of things that you do not personally believe in, but I do hope you will feel it worthwhile to pass on my suggestion in this case.

Steps are underway in Congress to provide financing for censuses of manufacturing, business and mineral industries, as well as transportation. These are not related to the 1950 decennial census. A bill (HR-6208) authorizing the Census Bureau to take these counts, combined with a census of business, every five years was passed May 29 by the House [BROADCASTING, May 31].

The bill had previously been passed by the Senate, but because of delay in the legislative processes it contained differences in dates of the business and manufacturing tabulations. A 1947 manufacturers census is now underway. It is the first since 1939.

At present a census of manufacturers is taken every two years, and a business census every 10 years. The new legislation will provide business and manufacturers censuses every five years, with sampling keeping them up-to-date. The business census covers 1,800,000 retailers, 800,000 service industries and 200,000 wholesalers.

Half the returns are in for the 1947 manufacturers' census, covering 200,000 plants. Some preliminary results may be available late this year.

Hearing Scheduled

Rep. John Taber (R-N. Y.), chairman of the House Appropriations Committee, indicated last week he would hold a hearing on the need of business and manufacturers censuses, with this afternoon (June 7) set as a tentative date.

Funds for the censuses would be included in the next deficiency bill, though imminence of a Congressional recess may complicate the problem.

Business groups argue that the census data provide the basic information needed by all businessmen in analyzing markets.

Seattle Ad Club Awards Given In Radio Division

RADIO DIVISION winners of Seattle Advertising and Sales Club's first annual advertising awards were announced at meeting May 25. Winning programs were:

Half-hour commercial — first place, *Tone Portraits*, string quartet on KOMO Seattle for Bon Marche, department store; quarter-hour commercial—first place, *On The Avenue*, shopping guide program on KOMO for University District Commercial Club, and honorable mention, *This Is It*, wire-recorded nighttime show for Smith-Gandy Automobile Agency on KJR Seattle.

Public relations and public service—first place, *Northwest Theatre*, half-hour weekly variety show on KOMO for Puget Sound Power & Light Co.

Commercial announcements — first place, Pictsweet Frozen Foods; honorable mention, Honest John's Used Cars and Farwest Cab Co., latter two on KXA Seattle.

Roger Rice of KING Seattle is chairman of six-media award competition of Ad Club and Bill Hubbach of KOMO heads radio division.

* * *

Plan WICU Opening

WICU, video station of the Erie (Pa.) *Dispatch*, will go on the air this fall on Channel 12 (204-210 mc) with an effective radiated power of 3.02 kw visual, 1.53 kw aural. The station is licensed to Dispatch Inc., of which Attorney Edward Lamb is president and 40% owner. Mr. Lamb's wife holds 15.5% of the stock.

WINNERS in radio division of Seattle Advertising and Sales Club competition are (l to r) Ralph Combs, Ruthrauff & Ryan; Frank Swearingen, Puget Sound Power & Light Co.; Joe McGuire, Strang & Prosser Adv.; Bill Hubbach, KOMO, and head of club's radio division; Margaret Campbell, radio director of Bon Marche, department store; Harry Pearson, Pearson & Morgan Adv., and David Lockwood, vice president of the University District Commercial Club.

NUNN TO REPRESENT U. S. BROADCASTERS

GILMORE N. NUNN, NAB District 7 director and operator of the Nunn stations, sails from New Orleans June 10 with Mrs. Nunn for Buenos Aires to represent American broadcasters at the Inter-American Assn. of Broadcasters Congress.

Mr. Nunn

Mr. Nunn has been commissioned by the NAB board to be official U. S. delegate to the congress, which comprises broadcasting groups of Western Hemisphere nations. NAB represents U. S. broadcasters.

Last Wednesday Mr. Nunn conferred at the State Dept. on diplomatic aspects of hemisphere broadcasting.

Purpose of Congress

Purpose of the Congress, which meets June 30-July 9, is to promote international understanding of broadcast principles and encourage freedom of speech on the air as well as develop operating standards. Frequency and engineering problems are not on the agenda.

NAB was represented at the organizational meeting of the Congress at Mexico City last year. Representing NAB at that session were Hugh Halff, WOAI San Antonio, and Campbell Arnoux, WTAR Norfolk, Va. Mr. Arnoux reported to the board on association details, the board deciding to participate in its operations.

AAAA's Vice President, Herald Beckjorden, Quits

HERALD BECKJORDEN last week announced his resignation as vice president of the American Assn. of Advertising Agencies, effective June 1. No future plans were revealed, although he indicated he intends to remain in the advertising field.

Mr. Beckjorden

Mr. Beckjorden for four years was in charge of the association's headquarters activities in media, research, and radio and television production. During that time he served as secretary of three national AAAA committees: radio and television policies, radio and television broadcasting, and radio and television production.

Kenneth Godfrey, with the AAAA more than a year, has been named to succeed Mr. Beckjorden. Mr. Godfrey, former assistant to Mr. Beckjorden, previously was with Federal Advertising Agency, New York.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, April 30 294
Number of network commercials starting during May 6
Number of network commercials ending during May 11
Number of commercials on the four nationwide networks, May 31 289

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Campbell Soup	Double or Nothing	NBC	Mon.-Fri. 2-2:30 p.m.	Ward Wheelock
Clary Multiplier	Newsweek Looks Ahead	ABC	Sun. 7:45-8 p.m.	Brisacher, Van Norden & Staff
P. Lorillard Co.	Stop the Music	ABC	Sun. 8:45-9 p.m.	Lennen & Mitchell
McKesson & Robbins	Surprise Package	ABC	Mon.-Wed.-Fri. 2:15-2:20 a.m.	Benton & Bowles
Speidel Corp.	Stop the Music	ABC	Sun. 8:30-8:45 p.m.	Cecil & Presbrey
Toni Co.	This is Nora Drake	CBS	Mon.-Fri. 2:30-2:45 p.m.	Foote, Cone & Belding

May Deletions

Bunte Bros.	World Front	NBC	Sun. 12-12:30 p.m.	Presbrey, Fellers & Presbrey, Chicago
*DL&W Coal	The Shadow	MBS	Sun. 5-5:30 p.m.	Ruthrauff & Ryan
Ferry Morse Seed	Garden Gate	CBS	Sat. 9:30-9:45 a.m.	MacManus, John, Adams (Detroit)
General Mills	Story of Holly Sloan	NBC	Mon.-Fri. 2:30-2:45 p.m.	Knox Reeves (Minneapolis)
General Mills	Woman in White	NBC	Mon.-Fri. 2:15-2:30 p.m.	Knox Reeves (Minneapolis)
John Hancock Insurance	Point Sublime	ABC	Mon. 8-8:30 p.m.	McCann-Erickson
Kaiser-Frazer	Newscope	MBS	Tues.-Thur.-Sat. 7:30-7:45 Sun. 8:45-9 p.m.	Swaney-Drake-Bement
Manhattan Soap	Rose of My Dreams	CBS	Mon.-Fri. 10:30-10:45 a.m.	Duane Jones
John Morrell & Co.	The Lassie Show	ABC	Sun. 3-3:15 p.m.	Henri, Hurst & McDonald
*Pharmaco	Jim Backus Show	MBS	Sun. 9:30-10 p.m.	Ruthrauff & Ryan
*U. S. Steel	Theatre Guild	ABC	Sun. 9:30-10:30 p.m.	BBDO

* Indicates programs taking summer hiatus.

May One-Timers

Stanley Home Products	Northfield 1,000-Voice Choir	ABC	Sun., May 9 3:30-4 p.m.	Direct
United Steel Workers	Phil Murray	ABC	Mon., May 3 9:30-9:45 p.m.	Wiltman & Callahan

WWWB'S REESE HEADS NEW ALABAMA CHAIN

FIFTEEN Alabama stations have organized the Alabama State Group with Jim Reese, WWWB Jasper, as director of operations. Time on the network will be sold on a group basis, with a group rate card approximately 35% of the published national rate of the stations if all are taken.

Friedenberg Agency, New York, will represent the group. It has offices in Chicago, San Francisco, Hollywood and Charlotte, N. C., as well as New York.

Stations are WOOB Anniston; WEBJ Brewton; WKUL Cullman; WDIG Dothan; WVOK Birmingham; WMFT Florence; WGAD Gadsden; WKAB Mobile; WJHO Opelika; WTBF Troy; WTBC Tuscaloosa; WMGY Montgomery; WFUN Huntsville; WXAL Demopolis; WWWB Jasper.

Economy Move

RED SKELTON was dropped by Raleigh Cigarettes because of an economy move occasioned by the high cost of tobacco and losses through the low international monetary exchange rate, according to source close to the Russel M. Seeds agency, Chicago. The informant pointed out that Brown & Williamson Tobacco Corp. is controlled by an English concern. The British-American Tobacco Corp. (see earlier story page 52).

FACILITIES of KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, N. M., plus Los Alamos atom project, were highlights on two-day inspection tour of this station-network group in May. The three outlets, all ABC affiliates, have merged under Rio Grande Broadcasting Co. [BROADCASTING, May 17]. Group included (l to r): Otto Brandt, manager of station relations, ABC Eastern Division; James Connelly, ABC station relations, New York; Jack Nichols, KTRC program director; Charles Baker, station manager KTRC; Frank C. Rand Jr., publisher of Santa Fe New Mexican and secretary-treasurer of Rio Grande Broadcasting; Hugh Feltis, president of Broadcast Measurement Bureau; Merle H. Tucker, vice president and general manager of Rio Grande Broadcasting; John H. Norton Jr., ABC vice president in charge of station relations; Ernest L. Jahncke, network's liaison with television affiliates, and his assistant, Court Langley. Not present was Albert E. Buck, Rio Grande president. Messrs. Tucker, Rand and Buck are each one-third owner of the three-station group.

2nd Alabama Meet On NAB Code Held

SECOND Alabama meeting for discussion of the NAB Standards of Practice, which go into effect July 1, was stated last Friday at the call of Henry P. Johnston, WSGN Birmingham, NAB district director and president of the Alabama Broadcasters Assn. Managers of Birmingham stations were invited.

A statewide code meeting was held at Clanton, Ala., May 29 on invitation of G. W. Covington Jr., operating WGWD Gadsden, WCOV Montgomery and WGWC Selma. Co-sponsoring the meeting was Hugh I. Webb, WKLF Clanton, former president of ABA.

Rump Discussion

According to reports from some of those present, the Clanton session discussed Alabama radio affairs without going into the code at all. The meeting adjourned after a 2½-hour discussion, no formal action having been taken, it is understood. After adjournment a group of broadcasters remained to discuss commercial policies, resignation from NAB and formation of a small market association.

Mr. Webb did not reply to a telegram from BROADCASTING asking details of the Clanton discussions.

At NAB it was stated that only two resignations have been received in recent weeks, one from the East Coast and one from the Midwest.

Mr. Johnston told BROADCASTING most of the stations in the state have supported NAB and the code.

SILVERNAIL TO SPEAK BEFORE FAB MEETING

FRANK SILVERNAIL, radio director, BBDO, will address the Florida Assn. of Broadcasters during meeting June 18-19 at Orange Court Hotel, Orlando. Mr. Silvernail, luncheon speaker Saturday, will discuss, "An Agency Looks at AM, FM, TV."

Other speakers during the meeting will include Harold Fair, director, NAB Program Department, "NAB Standards of Practice"; J. Allen Brown, assistant director of broadcasting advertising, NAB Small Markets Division, "Problems and Solutions in Small Market Stations" and "Sales Ideas that Produce Profits." Frank Gunther, vice president of Radio Engineering Laboratories Inc., will cover "Formation of FM Networks."

Business to be taken up during the meeting will include changes in the FAB constitution and by-laws and the election of officers for the coming year.

President Glenn Marshall has arranged a cocktail party and barbecue and fish fry.

Are you buying

Lots of Watts or Lots of Listeners?

SURE, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want *low-cost-sales* in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, *President*

Represented by Headley-Reed

SIMULTANEOUS AM-TV? Gulf Tests on CBS

GULF OIL Corp. last week sounded the knell for one of video's mootest questions—Can a radio program be successfully aired as a sound broadcast and a television show at the same time? On June 1 Gulf started sponsoring *We The People* on CBS television network of four eastern stations, as well as on the 118 stations of the CBS AM network—the first time such two-medium broadcasting of a single program origination has been undertaken on a regular basis. By the end of summer the endless argument of the past few years should be settled one way or the other through the empirical method of actual test.

The first AM-video broadcast of the Gulf series did not clinch the debate, but offered some support to the arguments of both camps. Those who contend that dual-transmission will either make the listener feel cheated because he can't see what's going on or bore the viewer with needless description could point to at least two features of the opening show as upholding their views. Ben (Evil Eye) Finkle was an amusing video guest as he demonstrated the various types of looks with which he "hexes" boxers and ball players, but it is probable that he was much less humorous as a voice only. Maurice Dreicer's tests for a perfect steak as told by himself and described by the announcer, sounded fine, but Mr. Dreicer's attempts to carry out those tests and read his script at the same time were somewhat less than perfect video entertainment. Probably the strongest argument given the negative side is that primarily the program, like all aural radio shows, consisted of a lot of people reading scripts, which, once the novelty stage has passed, will not be accepted by the viewing audience.

With equal justification the proponents of duplications can say that watching someone read a script was a plus value when the someones were Mrs. Spencer Tracy, Eden Ahbez, and Fred Allen. The quiet sincerity of Mrs. Tracy as she told of her son's deafness and how her efforts to guide him to a happy, normal life had succeeded not only for him but for thousands of other children treated at the John Tracy Clinic was definitely something to see as well as hear, if one could, giving an extra pleasure to the viewing audience without taking anything away from the listeners.

The bearded, sandaled, and highly publicized author of "Nature Boy," Eden Ahbez, is at the moment news and as such was interesting to watch in action, even if that action was limited largely to reading his script. Just by following the normal practice of its radio career in getting people of current news interest as guests, *We The People* should be able to maintain regular interest with the video crowd. And anyone who listens to Fred Allen would always welcome the chance to watch his homely but expressive countenance while listening to his nasal witticisms.

But perhaps the best evidence of the successful use of two media to do the same thing at the same time in two ways came from the commercials. When announcer Dan Seymour proclaimed his happiness because "tonight when I want to let you folks know what a great tire that Gulf tire is all I have to do is show it to you," his smiling face on the video screen took nothing from the impact of his words from those who could hear without seeing him.

CCBS Denied

FCC last week refused to consider the Clear Channel Broadcasting Service's brief supporting the Commission proposal to eliminate the use of special temporary authorizations for after-hours operation of limited-time or daytime AM stations [BROADCASTING, May 24]. The rejection was based on CCBS failure to file its comments in time for participation in the oral argument on the subject early last month.

N. Y. Area TV Set Delivery Heaviest

Philadelphia 2nd, Chicago 3rd, Survey by RMA Shows

HEAVY concentration of television set deliveries since Jan. 1, 1947, in the New York-Newark area is shown in a survey conducted by Radio Manufacturers Assn.

The RMA figures cover shipments of TV receivers by manufacturers. They break down deliveries into first quarter of 1948 and the full year 1947. Delivery figures show roughly the location of TV receivers, though they are not complete since RMA membership is believed to represent about 90% of production. Output in 1946 was small.

Ranking next to New York-Newark in TV set deliveries is Philadelphia, followed by Chicago, Los Angeles, District of Columbia, Detroit, Baltimore and St. Louis.

See television set shipments by areas (states and cities) opposite:

Television Broadcast Service Area	First Quarter 1948	1947 Full Year	Total (Jan. 1, 1947-Mar. 31, 1948)
CALIFORNIA			
Los Angeles	8,309	7,858	16,167
San Francisco	8	27	35
Other Cities	5	13	18
CONNECTICUT			
Hartford	1,271	2,946	4,217
New Haven	100	—	100
Other Cities	87	357	444
DELAWARE			
Wilmington	239	174	413
DISTRICT OF COLUMBIA			
Washington	3,538	4,782	8,320
FLORIDA			
Miami	—	41	41
GEORGIA			
Miscellaneous	6	—	6
ILLINOIS			
Chicago	7,003	13,723	20,726
Other Cities	5	4	9
INDIANA			
South Bend	194	257	451
Other Cities	1	69	70
KANSAS			
Cities Not Stated	1	—	1
KENTUCKY			
Miscellaneous	11	—	11
MARYLAND			
Baltimore	3,267	3,666	6,933
Other Cities	1	57	58
MASSACHUSETTS			
Boston	2,940	1,367	4,307
Other Cities	22	36	58
MICHIGAN			
Detroit	2,613	4,852	7,465
Other Cities	1	35	36
MINNESOTA			
Minneapolis-St. Paul	1,373	400 (Minneapolis only)	1,773
MISSOURI			
Kansas City	40	—	40
St. Louis	2,075	4,090	6,165
NEBRASKA			
Cities Not Stated	1	—	1
NEW JERSEY			
Newark	10,277	22,158	32,435
Trenton	262	1,159	1,421
Cities Not Stated	1,533	3,683	5,216
NEW MEXICO			
Albuquerque	34	21	55
NEW YORK			
Albany	1,776	2,918	4,694
Buffalo	1,458	643	2,101
Long Island	525	624	1,149
New York City	34,806	56,645	91,451
Poughkeepsie	79	136	215
Schenectady	47	38	85
Westchester	—	235	235
Other Cities	10	6	16
NORTH CAROLINA			
Miscellaneous	2	—	2
OHIO			
Akron	84	246	330
Cincinnati	1,119	2,160	3,279
Cleveland	1,961	2,582	4,543
Toledo	17	3	20
Other Cities	6	—	6
PENNSYLVANIA			
Allentown	150	123	273
Philadelphia	10,508	18,923	29,431
Reading	147	225	372
Other Cities	10	118	128
RHODE ISLAND			
Providence	—	3	3
Miscellaneous	7	—	7
TENNESSEE			
Chattanooga	—	15	15
TEXAS			
Dallas	—	3	3
Miscellaneous	3	—	3
UTAH			
Salt Lake City	25	—	25
VIRGINIA			
Richmond	658	394	1,052
Other Cities	—	5	5
WISCONSIN			
Milwaukee	1,767	2,315	4,082
No Area Reported	5,754	2,046	7,800
TOTAL SHIPMENTS*	106,136	162,181	268,317

* Production of television sets of approximately 118,000 was reported for the 13-week period ended April 2, 1948, as compared with shipments of approximately 106,000 shown on this report for the quarter ended March 31, 1948. The difference is accounted for, principally, by an increase in factory inventories, by the fact that the production reports covered a 13-week period as compared with three months for this report, and by the erroneous classification of other types of sets on production reports as television sets.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

FRANKIE COYKENDALL

BOTSFORD, CONSTANTINE & GARDNER
PORTLAND

Ladies with names like "Frankie" usually have colorful personalities and Frankie Coykendall, time and space buyer for the Portland office of Botsford, Constantine & Gardner, is certainly no exception to the rule. And in this case, radio salesmen have learned the truth of the phrase "never underestimate the power of a woman!" Frankie started with one of the local newspapers in 1918, went on to a job with the AAAA in New York and, in the Fall of 1924, joined Botsford, Constantine & Gardner as media director. Women are supposed to change their minds frequently, but here again, Miss Coykendall upsets tradition. One of BC&G's accounts has been on NBC and KGW for more than 15 years. Must have done the job for the client, a food processor. Speaking of jobs, employment in Oregon is up six percent over 1946 and still rising. And, Frankie, we hope you stay on the job for many more years to come!

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

Represented Nationally by Edward Petry & Co.

WMOA REPORTED SOLD TO CAA EX-DIRECTOR

WMOA Marietta, Ohio, was reported sold last week by Howard L. Chernoff and his sister, Mildred Chernoff, to William G. Wells, deputy director of the flight information service, Civil Aeronautics Administration, for approximately $70,000.

Hugh M. P. Higgins, NAB assistant director of Broadcast Advertising, will be station manager under the new ownership and also will have a minority stock interest. Mr. Wells will be general manager. The transaction is subject to the customary FCC approval.

WMOA is a Mutual affiliate operating on 1490 kc with 250 w power. Mr. Chernoff has been managing director of the West Virginia Network, headed by John A. Kennedy, and is now general manager of KSDJ San Diego, recently acquired by Mr. Kennedy. His sister is president of Marietta Broadcasting Co., licensee of WMOA.

Both Veterans

Both Mr. Wells and Mr. Higgins served in the armed forces during the war. Mr. Wells was a lieutenant colonel in the communications division, Army Air Forces. Mr. Higgins, a major in the Army, formerly was sales and program promotion manager for NBC Washington.

The transaction was arranged by Blackburn-Hamilton Co., station brokerage firm. The FCC transfer application is being prepared by the Washington law firm of Miller & Schroeder, representing Messrs. Wells and Higgins, and Cohn & Marks, which represented the Chernoffs in the deal.

Robot Operator

ENGINEERS at WHBF Rock Island, Ill., headed by Robert J. Sinnett, have developed a "robot operator" which virtually eliminates interruptions of programs on both AM and FM stations. In the event of failure of the regular WHBF transmitter, automatic device goes into action and transfers operation to the auxiliary unit. Robot performs in a few seconds some 20 switching operations which normally require about two minutes to handle manually. Switchback can be effected without a break in program's continuity.

2 Daytime Grants; Both Are in South

Humboldt, Tenn., Seneca, S. C. Applicants Given CP's

CONSTRUCTION permits for new daytime only standard stations at Humboldt, Tenn., and Seneca, S. C., were granted last Thursday by FCC. Reinstatement of KELN Ely, Nev., also was approved, along with improved facilities for WGAT Utica, N. Y.

Humboldt-Milan-Trenton Broadcasting Co. received the Humboldt authorization, for 250 w daytime on 740 kc. Grant is subject to engineering conditions and to any interference which might be encountered if approval is given to request of Mississippi Projects Inc. for new station at Greenwood, Miss.

The Seneca grant, for 1 kw daytime on 1150 kc, went to Blue Ridge Broadcasting Co. Inc. KELN, assigned 250 w fulltime on 1230 kc, had been deleted March 30 by FCC for failure to file completion date extension but Boulder City Broadcasting Co., owner, plans now to complete the installation and sell to local group at a price not to exceed $15,000. Firm is licensee of KRAM Las Vegas.

WGAT was granted change of frequency from 1100 kc to 1310 kc, increase in power from 250 w to 500 w night and 1 kw day and change of operation from daytime only to fulltime. Station will use directional array at night. Comr. George E. Sterling voted for hearing.

The Principals

Principals of the Humboldt permittee include J. Frank Warmath, attorney, president and 50% owner; Thomas S. Hobbs, with Reconstruction Finance Corp., Nashville, secretary-treasurer and 50% owner, and Robert S. Kelly, former manager of the Nashville United Press Bureau, vice president and general manager. Mr. Kelly holds option to purchase one-third interest. Estimated cost of the station was given as $31,000.

Blue Ridge Broadcasting is composed of J. A. Gallimore, publisher of the weekly Seneca "Journal," president-secretary and 50% owner, and his wife Virginia F. Gallimore, publisher of the weekly "Keowee Courier" at Walhalla, S. C., treasurer and 50%. Estimated cost for the outlet is $19,263.

The reinstatement of KELN at Ely was conditioned upon the applicant's agreement to satisfy legitimate complaints of blanket interference occuring within the 25 mv/m contour plus fulfillment of certain antenna specifications. Boulder City Broadcasting also is former licensee of KBNE Boulder City, Nev., which was withdrawn in late January for financial reasons [BROADCASTING, Feb. 2].

The firm stated the Ely venture also had become unsound economically for an outside operator but since a local service is needed it would appear that Ely residents could run the station successfully. The local group proposed to take over the station was not identified.

RADIO RESEARCH scholarship in its summer workshop program has been announced by Adelphi College, Garden City, N. Y. Applications may be sent to Victor E. Jacoby, director of center of creative arts, or Flora Rheta Schreiber, workshop director, Adelphi College.

WSIX gives value!

A LEADING distributor of **dairy products** in the Nashville area has used daily programs and announcements over WSIX for more than ten years. It's obvious this distributor is convinced WSIX gives top advertising value. Dozens of other national, regional and local sponsors know from year in year out results that WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Consult your nearest Katz representative for latest facts and figures—and the way WSIX can help with your sales problem.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE
5000 W • 980 KC

National Representative
THE KATZ AGENCY, Inc.

And WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

There's a lot more to it than this...

The full calendar pad and the accurate wrist watch—these mark today's salesman just as surely as the blanket and feather marked yesterday's Indian.

But when that salesman is a Weed and Company representative, these symbols of business-like efficiency are just a small fraction of the complete picture . . . There's a lot more to it.

There's the product he sells—national Spot Radio, an enormously complex advertising medium but one of today's best and most economical sales-makers for those who use it correctly.

There's the experience that enables him to present that product in the *right* way . . . for what it can do for you as a radio advertiser interested in making money. And behind the experience there are the two vital factors that created it: *knowledge* and *hard work*. You can depend on them to produce results in any type of business. You can't get along without them in Spot Radio. That's what makes Weed and Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

WMT
rocks 'em to their foundations in Stone City (IOWA)

It's just a wide place in the road . . . and if you miss the 6:10 you're stuck until tomorrow . . . but pile a lot of little Stone Cities together and you get a rock-ribbed market worth talking to.* Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, *et al*, is clear: use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

** 1059 towns and cities dot the WMT (BMB) map. 1,131,782 people live within WMT's 2.5 MV line.*

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

HINCKLEY, McKINNEY SELL WKJG HOLDINGS

WITHDRAWAL of Robert H. Hinckley, ABC Washington vice president, and Frank E. McKinney from part ownership in WKJG and WKJG-FM Fort Wayne, Ind., is reported in application filed with FCC last week for acquisition of control by William A. Kunkel Jr. Combined consideration is $49,500.

Messrs. Hinckley and McKinney, substantial stockholders in WISH and WISH-FM Indianapolis, sell 150 shares (15%) and 300 shares respectively in WKJG at $110 per share to Mr. Kunkel, president and holder of 17.5%. Mr. Kunkel is also president and chief owner of the Journal-Gazette Co., publisher of the daily Fort Wayne *Journal-Gazette*.

Sellers stated they wished to devote their "financial interests and . . . energies" to WISH. Mr. McKinney is president and 34% owner of WISH while Mr. Hinckley holds 21.5%.

Remaining interest in the Fort Wayne station is held by Samuel D. Jackson, secretary 17.5%; Frank H. McHale, 10% owner of WISH, 17.5% and Virgil M. Simmons, 2.5%. WKJG is assigned 5 kw on 1380 kc and is a Mutual affiliate.

HAPPY with new job appointments are Dan Schmidt 3d (l), who has been named southeastern district manager of George P. Hollingbery Co., and Fred Hague, who leaves that position to become sales manager of Hollingbery's New York office. Mr. Schmidt, who will headquarter in Atlanta, Ga., formerly was with WCON Atlanta and NBC recording division. Mr. Hague has been with the firm since 1937. Hollingbery also has announced its appointment as representative for WGST Atlanta, effective June 15.

Special Edition

SPECIAL 32-page tabloid style paper was printed by Eureka Newspapers Inc. on the 15th anniversary of KIEM and inauguration of KRED (FM) Eureka, Calif. Paper covers FM, station personnel and facilities. KRED has 4600 watts on Channel 242 (93.5 mc) and both stations are owned by Redwood Broadcasting Co.

HAND MOISTURE PRE-TEST

New Research Company Measures Palm Moisture To Determine Reaction to Advertising

"BY the sweat of their palms ye shall rate them," could be the motto of Gilliland, Ranseen, Wesley & Ragan, Chicago research company which measures palm moisture as an index of emotional reactions to radio commercials or printed ads.

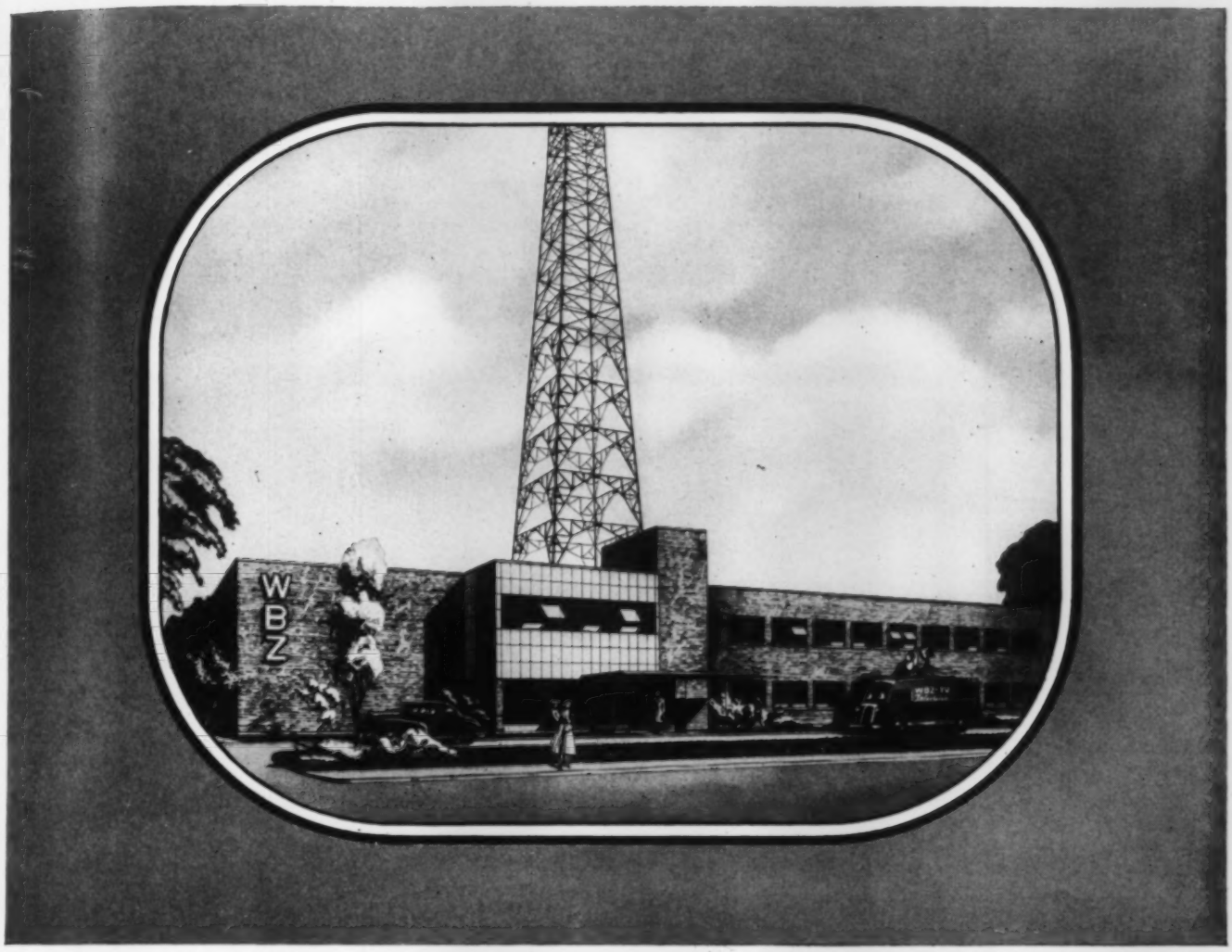
Process, explained last week to the New York chapter of American Marketing Assn. by Walter P. Wesley, president of the research firm, utilizes the "electro-psychograph", a device not unlike the lie detector, for recording "autonomic nervous system responses" to ads on a moving tape as a line whose swings to the right indicate an urge to action and to the left a feeling of relaxation. As a means of pre-testing advertisements and determining the relative "arousal values," the method produces results which correlate highly with sales tests of pulling power, Mr. Wesley said. He added that his method does the job in a week or so, in contrast to the months required for sales testing an ad or campaign.

Respondents are tested individually in the firm's laboratory, he said, with an interview following each electro-psychograph test. Tests may run for as long as the subject remains interested, he said, with the usual test covering six printed ads or three minutes of radio commercials. Fee for this normal test is $25 a person, he stated, with the usual complete testing of a campaign costing the client from $10,000 to $25,000.

Mr. Wesley illustrated his talk with "arousal graphs" of a number of commercials, including a Leaf Gum announcement which hit high arousals when the name was spelled and when the vocalist sang "the flavor lingers longer"; a General Foods program in which the entertainment was far more stimulating than the commercials; a combination of jingle and straight commercial in which every change from song to prose aroused a strong reaction.

One commercial for a movie camera hit its arousal peak with an appeal to parents stressing "natural colored pictures of your baby," he reported, but immediately plummeted to a dip from which it never recovered by adding "you can get the rest of the family and friends into the picture, too." This clearly proves the danger of changing the copy appeal during the commercial, Mr. Wesley said. He reported that tests have shown 30 seconds to be the best length for commercials in most cases.

NEWS and special events department of NBC Central Division has moved into new quarters constructed exclusively for it and the reporting staff.



New LOOK in Boston

WBZ-TV

ON THE AIR
Wednesday
June 9

From Boston's new Radio and Television Center comes this new Westinghouse service, *Video for a 500-square-mile area*. . all of metropolitan Boston and far beyond. . more than 3,000,000 people! WBZ-TV is the eastern anchor of the NBC Television Network.

WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW WBZ • WBZA • WBZ-TV

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

Radiorama

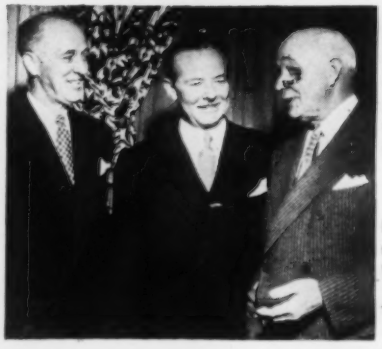
CHECKS totalling $9,000,000 go to Robert Kintner (l), ABC v. p., from Dillon, Read & Co. for stock, and Prudential Life Ins. as loan. L to r, F. H. Brandi, of Dillon, Read; Herbert Hanschka of Prudential, Nicholas Priaulx, ABC v. p.

SEAGOING disc jockey of KULA Honolulu, Captain Al (l), returns from a visit to neighboring islands with Chief Engineer "Johnny" Johnson (center) and Skipper Bud Thompson. He records native talent for his show.

BLISHER of "Life," Andrew Heiskell and Sidney Stratz, NBC TV v. p., arge for telecasts of Democratic and Republican conventions TV coverage sponsored by "Life."

NEW OFFICE of Lewis Allen Weiss (l), Don Lee v. p. and chairman of MBS board, is shown to Edgar Kobak (c), MBS president, and Robert Swezey, MBS executive vice president.

PRESENTATION of Massachusetts Peady Award to Yankee Network for its ries, "The Yankee Network Instititute," e (l to r) Lawrence Corcoran, state airman, American Bar Assn.; Robert gal, Bar Assn. moderator; James S. wers, director of "Yankee Network titute"; Robert Price, public informan head, Bar Assn.; Mrs. Dorothy Krause, te chairman, Peabody Awards committee; Albert West, Bar Assn. moderator; rley W. Wheelright, public relations ector, Massachusetts Memorial Hospitals.



ARRANGING for WGN-TV Chicago telecasts of Northwestern U. football are (l to r) Bob Voigts, N. U. coach; Paul Fogarty, WGN-TV sports producer; Ted Payseur, N. U. athletics director; Jack Brickhouse, WGN-TV sports service head; Ted Mills, WGN-TV program coordinator.

KGO-TV San Francisco is discussed by (l to r) Gayle Grubb, KGO manager; Mark Woods, ABC president, and Lee Cutler, chairman, S. F.'s World Trade Center Authority.

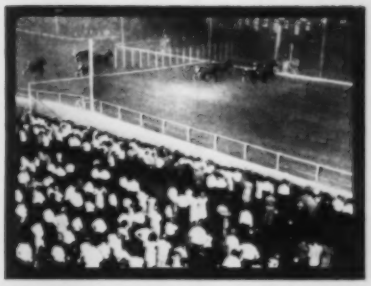
ANOTHER year on KLAC Hollywood for Tilfords Restaurant is planned by (l to r) Fred Henry, KLAC program director; T. D. Harter, Tilford's owner; Sandy Woolf, Woolf Adv. head.

INSPECTING WWJ-TV Detroit facilities are members of George P. Hollingbery Co., with Harry Bannister (l, foreground) WWJ manager, as guide. Visitors (back row, l to r) are F. E. Spencer Jr., Warren Nelson, Tom Welstead. Frank McCarthy is at lower right.

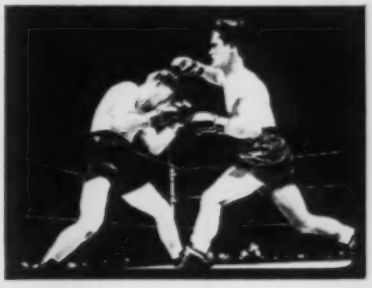
NEW YORK CITY, CHANNEL 11

PROGRAMS AVAILABLE

STARTING JUNE 15, 1948



TROTTING RACES . . . Harness racing at Roosevelt Raceway, exclusive with WPIX . . . Wed. and Fri., from 9 p. m.



BOXING AND WRESTLING . . . from Queensboro Arena . . . Boxing on Monday, Wrestling Thursdays . . . June17—Sept. 13.

JIMMY JEMAIL, Inquiring Photographer . . . Asks questions on the street, the same techniques used in his News column.

YOUR WEEKEND WEATHER . . . Forecasts for flying, fishing, bathing, boating, trips . . . Thurs. 7:05—7:30 p. m.

PRESENTING a full range of studio productions and remote pick-ups . . . every type of telecast, serious drama to comics, sports and variety shows, celebrity interviews, homemaking, beauty, etiquette . . . *plus* the finest News pictorial reporting of the latest events and happenings . . . over New York's newest and best equipped station . . . WPIX offers unusual opportunity for advertisers. Program and advertising rates on request.

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York,
Free & Peters, 444 Madison Ave., N. Y. C.

Telestatus

(Continued from page 14)

Community	Proposed Allocation Chan. No.	Applic. Pend.
MINNESOTA		
Albert Lea	8-c	None
Bemidji	2, 5	None
Detroit Lakes	8	None
Duluth-Superior	3, 6, 8, 10	None
Faribault	13	None
Fergus Falls	4	None
Grand Rapids	4	None
Hibbing	13	None
International Falls	7, 12	None
Mankato	10	None
Minn.-St. Paul	2, 4*, 5*, 7, 9*, 11	3
Moorhead (See Fargo, N. D.)		
Pipestone	7	None
Rochester	6	None
St. Cloud	3, 12	None
Virginia	9-c, 11-c	None
Willmar	6	None
Winona	12	None
MISSISSIPPI		
Clarksdale	11-c	None
Columbus	7, 9-c	None
Greenville	13	None
Greenwood	3	None
Gulfport-Biloxi	8-c	None
Hattiesburg	13	None
Jackson	2, 4, 5, 7	None
Laurel	6, 10	None
McComb	8-c	None
Meridian	8, 12	None
Natchez	12-c	None
Tupelo	6	None
Vicksburg	9, 11	None
MISSOURI		
Cape Girardeau	6, 8	None
Columbia	6	None
Hannibal	2	None
Jefferson City	8, 10	None
Joplin	7, 11, 13	None
Kansas City	2, 4*, 5, 7, 9	5
Poplar Bluff	12	None
St. Joseph	12	2
St. Louis	4, 5*, 7, 9, 13	6
Sedalia	3, 12	None
Springfield	2, 4, 5, 9	None
MONTANA		
Butte	2, 4, 5, 7	None
Billings	2, 4, 5, 7	None
Bozeman	9, 11	None
Great Falls	3, 6, 8	None
Havre	2, 4, 5, 7	None
Helena	10, 12	None
Kalispel	2, 4, 7	None
Lewiston	10, 13	None
Miles City	3, 6, 8	None
Missoula	9, 11, 13	None
NEBRASKA		
Beatrice	4	None
Grand Island	5, 8	None
Hastings	2, 11	None
Kearney	13	None
Lincoln	10, 12	None
Norfolk	2-c	None
North Platte	3, 6, 7	None
Omaha-Council Bluffs	3*, 6*, 7	2
Scottsbluff	2, 4	None
NEVADA		
Carson City	11	None
Las Vegas	3, 6, 8, 10	None
Reno	2, 4, 5, 7	None
Sparks	9	None
NEW HAMPSHIRE		
Berlin (Mt. Washington)	7, 9	None
Concord	10-c	None
Manchester	12	None
Portsmouth	3-c	1
NEW JERSEY		
Atlantic City	8-c	4
Newark (See New York City)		
Trenton [1]	None	1

[1] Mercer Broadcasting Co. asks one channel (unspecified) be allocated to Trenton. Trent Broadcast Corp. asks 8-c be allocated for Trenton.

Community	Proposed Allocation Chan. No.	Applic. Pend.
NEW MEXICO		
Albuquerque	4*, 5, 7	None
Carlsbad	13	None
Clovis	6, 12	None
Hobbs	8, 10	None
Roswell	2, 4, 5	None
Santa Fe	9, 11, 13	None
Tucumcari	3, 8	None
NEW YORK		
Albany-Schenectady-Troy	2, 4*, 7, 9, 11	6
Binghamton	7-c, 12*	None
Buffalo-Niagara [1]	4*, 7, 9	5
Elmira [2]	4-c, 9-c	None
New York City-Newark, N. J.	2*, 4*, 5*, 7*, 9*, 11*, 13*	None
Ogdensburg	4	None
Plattsburg	2-c	None
Rochester	2, 6*, 11	1
Syracuse [2]	5, 8, 10	1
Utica-Rome	3*, 13*	None
Watertown	12-c	None
NORTH CAROLINA		
Asheville	5, 7, 12	None
Charlotte	3*, 9, 11, 13	1
Durham	4, 7	None
Elizabeth City	2	None
Goldsboro	9	None
Greensboro	2, 10	1
High Point	12-c	None
New Bern-Kinston	6	None
Raleigh	5, 11, 13	None
Rocky Mount	5-c	None
Wilmington	2, 10, 12	None
Winston-Salem	6, 8	None
NORTH DAKOTA		
Bismarck	2, 4, 5, 7	None
Devils Lake	4, 5, 12	None
Dickinson	9, 11, 13	None
Fargo	6, 10, 13	None
Grand Forks	7, 9, 11	None
Jamestown	8	None
Minot	3, 6, 8, 10	None
Valley City	2	None
Williston	2, 4, 7	None
OHIO		
Akron	7	1
Bellaire	None	1
Canton	9	1
Cincinnati	2, 4*, 7*, 11*	1
Cleveland [1]	2, 4*, 5*, 11	5
Columbus	3*, 6*, 10*	None
Dayton	5*, 13*	None
Hamilton-Middletown	9	None
Marion	12	None
Portsmouth	12	None
Springfield	8	None
Toledo [2]	11-c, 13*	2
Youngstown	13	3
OKLAHOMA		
Ada	11-c	None
Ardmore	3	None
Durant	12-c	None
Enid	13	None
Lawton	6	None

[1] Buffalo Courier-Express opposes deletion of Channel 13 at Buffalo. WGR Broadcasting Corp., Buffalo, asks No. 12 be added at Buffalo if No. 13 is deleted.

[2] Cornell U. asks No. 8 be moved from Syracuse to Ithaca. Meredith Publishing Co. opposes, asking that Channel 4 be moved from Elmira to Ithaca. Cornell U., in further petition, asks that No. 9 be deleted from Elmira or put in some community where its use would not conflict with No. 8 at Ithaca.

Also: Poughkeepsie Newspapers Inc. asks Channel 6 be added at Poughkeepsie, opposing use of No. 6 at New Haven on metropolitan rather than community basis.

[1] Substitution of Channel 11 for Nos. 7 and 9 at Cleveland opposed by WGAR Broadcasting Co., WJW Inc., Allen B. Du Mont Labs. United Broadcasting Co., and Cleveland Broadcasting Inc. Empire Coil Co. has grant for Channel 9 at Cleveland.

[2] Maumee Valley Broadcasting Co. asks No. 11-c at Toledo be used as metropolitan channel. Toledo Blade Co. asks either 10 or 11 be used on metropolitan basis. Community Broadcasting Co. proposes addition of Channel 3.

Also: Valley Broadcasting Co. asks Channel 5 be used at Steubenville.

(Continued on page 42)

WHEN IT RAINS, IT POURS*

That's applicable to a lot of situations—both personal and business.

When an account begins to "click", then the register rings. That's why more and more accounts are turning to **WHHM**—the station where sales take hold and where the audience acts.

Let the experience of others guide you in Memphis—

Use WHHM and make it always fair weather for sales.

WHHM

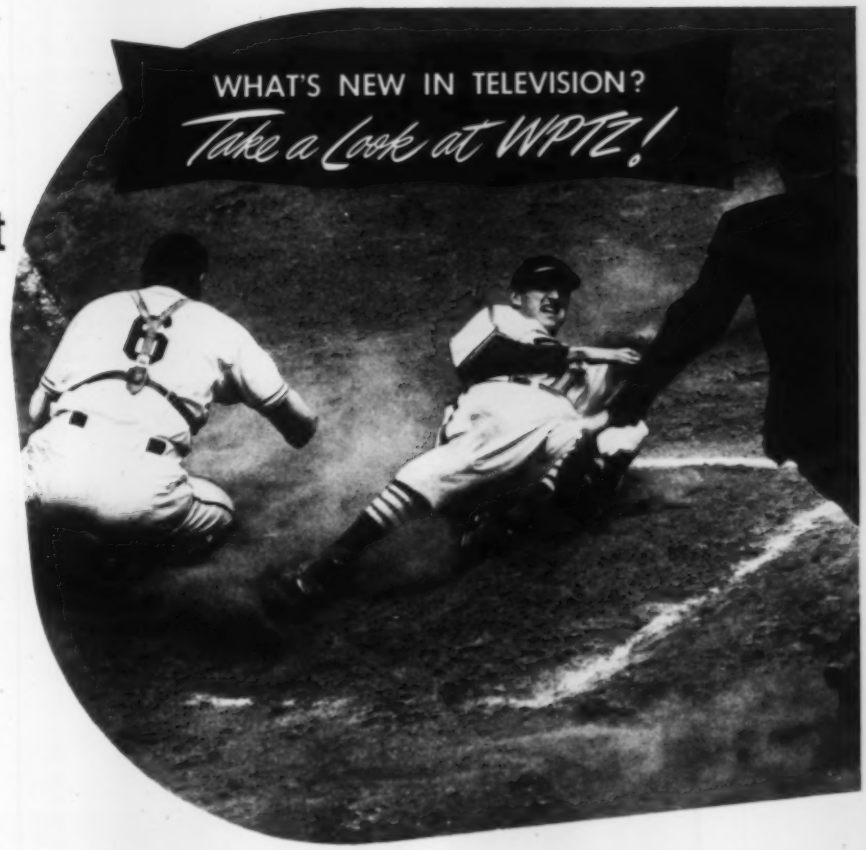
Independent - - but not aloof

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

* A Tip of the umbrella to Morton's Salt



Five Telecasts Net 87 New Service Accounts for Davis-Buick!

Co-sponsoring* the A's and Phillies baseball telecasts this season over WPTZ was a new experience for Philadelphia's oldest Buick Dealer, Davis-Buick Company. In fact, for 32 years the firm had stuck pretty closely to newspaper, direct mail and billboard advertising.

According to the J. Cunningham Cox Agency who placed the account, the sponsor was somewhat dubious about getting much in the way of direct results. As a result, all Davis-Buick commercials have been heavily on the "institutional" side—no special inducements . . . no prices . . . no shirt-sleeve selling.

After the first five telecasts, however, Davis-Buick discovered that the company had added 87 new service accounts directly attributable to television!

As a further check on television's pull, Davis-Buick offered a reprint of "Casey at the Bat" during the course of two telecasts. As this is written, they have received over 1000 requests to date with every mail bringing more letters and cards!

It's more than likely that television can do a comparable selling job for your client's product. WPTZ's nine years of experience in television broadcasting and the second largest television audience in the country offer an excellent opportunity to thoroughly test television as a selling medium. Drop us a line for the complete story.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

**Other sponsors: Atlantic Refining Co. through N. W. Ayer & Son, Inc., and Philco Distributors, Inc., through Julian Pollock Company.*

WPTZ

TELEVISION AFFILIATE

FIRST IN TELEVISION IN PHILADELPHIA

Telestatus

(*Continued from page 40*)

Community	Proposed Allocation Chan. No.	Applic. Pend.
Muskogee	13-c	None
Oklahoma City	2, 4, 5, 9	2
Ponca City	11	None
Shawnee	7	None
Tulsa	3, 6, 8, 10	3
OREGON		
Astoria	7-c	None
Baker	9, 12	None
Bend	13	None
Eugene	2, 4, 5	None
Klamath Falls	5, 9, 11	None
La Grande	5 7	None
Marshfield	6, 8	None
Medford	3, 7	None
Pendleton	2, 4	None
Portland	3*, 6, 8, 10	1
Salem	12	None
The Dalles	11	None
PENNSYLVANIA		
Altoona [1]	4, 7, 9	None
DuBois [1]	5, 11	None
Easton, Allentown, Bethlehem	8-c	5
Erie [2]	12*	None
Harrisburg	10-c	2
Hazleton [3]	None	1
Johnstown	13*	None
Lancaster	4-c*	None
Philadelphia	3*, 6*, 10*, 12	2
Pittsburgh	3*, 6, 8, 10	8
Reading	5-c	2
Scranton-W. Barre [4]	11, 3-c	2
Williamsport [4]	2, 13	None
York [5]	8-c	2

[1] Lewistown Broadcasting Co. says Altoona's Channel 7 or DuBois' No. 11 can be used as community channel at Lewistown, or Channel 12 can be inserted at Lewistown.

[2] Presque Isle Broadcasting Co. asks No. 3 be added at Erie.

[3] Hazleton Broadcasting Co. asks No. 2 be added for community use.

[4] Exchange of Nos. 3 and 2 between Scranton and Williamsport areas suggested by Louis G. Baltimore, Wilkes-Barre, and Wyoming Valley Broadcasting Co., also Wilkes-Barre, Wyoming also proposes Channel 6 be added at Wilkes-Barre and suggests No. 13 might be moved from Williamsport to Wilkes-Barre. WPTZ Philadelphia opposes use of No. 3 at Scranton-Wilkes Barre. Appalachian Co. asks No. 7 be added at Scranton.

[5] Westinghouse Radio Stations Inc. opposes use of No. 8 at York. Company asks this channel not be assigned within 200 miles of Pittsburgh, says it plans to seek commercial and experimental grant for Stratovision using Channel 8.

Community	Proposed Allocation Chan. No.	Applic. Pend.
RHODE ISLAND		
Providence [1]	11*	1

[1] Cherry & Webb Broadcasting Co., Providence, asks No. 13 and one or more community channels be added.

SOUTH CAROLINA		
Charleston	7, 10, 13	None
Columbia	2, 4, 8	None
Greenville	10	None
Spartanburg	6-c	None
Sumter	5-c	None

Note: Wilton E. Hall, Anderson, asks Nos. 8 or 3 be allocated for Anderson.

SOUTH DAKOTA		
Aberdeen	3, 5, 7, 11	None
Huron	4, 6	None
Lead	2, 4, 5, 7	None
Mitchell	2, 8	None
Pierre	9, 12	None
Rapid City	9, 11, 13	None
Sioux Falls	5, 9, 12	None
Watertown	10, 13	None
Yankton	6-c	None
TENNESSEE		
Bristol	10-c	None
Chattanooga	3, 6, 10, 12	None
Clarksville	12	None
Dyersburg	3-c	None
Jackson	11, 13	None
Johnson City [1]	3-c	None
Knoxville	2, 4, 8, 11, 13	None
Memphis	2, 4*, 5, 7, 9	3
Nashville	2, 4, 5, 7, 9	1

[1] WBT-TV Charlotte, N. C., opposes use of No. 3 at Johnson City.

TEXAS		
Abilene	4, 7, 9, 11, 13	None
Amarillo	2, 4, 5, 7, 10	1
Austin	8, 11, 13	1
Beaumont-Port Arthur	3, 6, 8, 10	None
Brownsville	2, 4, 7	None
Corpus Christi	3, 6, 8, 10	1
Corsicana	8-c	None
Dallas [1]	4*, 7, 11, 13	4
Denison	10-c	None
El Paso	2, 4, 5, 7, 9, 11	None
Fort Worth [1]	2, 5*, 9	1
Galveston [2]	9, 11, 13	None
Harlingen	9	None
Houston [2]	2*, 4, 5, 7	6
Laredo	5, 7, 11, 13	None
Lubbock	3, 9, 11	None
Marshall	13	None
Midland	7	None
Palestine	2-c	None
Paris	8-c	None
Pecos	3	None
Plainview	13	None
San Angelo	2, 5, 8, 10	None
San Antonio	2, 4*, 5, 7, 9, 12	3
Sherman	6	None
Sweetwater	6	None
Temple	7-c	None
Texarkana (See Arkansas)		
Tyler	5-c, 9-c	None
Victoria	13-c	None
Waco	3, 6, 10, 12	1
Weslaco	5	None
Wichita Falls	8, 10	None

[1] Addition of No. 10, or some other channel, to Dallas is sought by City of Dallas. As alternative, City asks channel be allocated to Dallas-Fort Worth area. Pooling of Fort Worth and Dallas channels, with addition of one, suggested by Texas Television, which said its plan was in concurrence with position of A. H. Belo Corp., and Variety Broadcasting Co. Otherwise, Texas Television asks additional channel for Dallas alone.

[2] Move of No. 13 or one of other channels from Galveston to Houston sought by Shamrock Broadcasting Co., Texas Television Co., Houston Post Co., KTRH Broadcasting Co., and Harris County Broadcasting Co.

UTAH		
Cedar City	4, 6	None
Logan	3-c	None
Price	3	None
Provo	12	None
Ogden	11, 13	None
Salt Lake City	2, 4*, 5, 7, 9	1
VERMONT		
Burlington	5, 8	None
Montpelier	10	None
Rutland	6-c	None
St. Albans	13	None
VIRGINIA		
Charlottesville	13-c	None
Fredericksburg [1]	12-c	None
Lynchburg	7-c, 9	None
Norfolk-Newport News	4, 7, 11, 13	3
Portsmouth	5, 9	None
Richmond	3, 6*, 8, 10	4
Roanoke	3, 5, 12	None

[1] See Washington, D. C.

WASHINGTON		
Aberdeen	3-c, 6-c	None
Bellingham	3	None
Seattle	2, 5*, 7, 11	3
Spokane	2, 4, 5, 7, 9	None
Tacoma	4, 9, 13	None
Vancouver (See Portland, Ore.)		
Walla Walla	11, 13	None
Wenatchee	10	None
Yakima	3, 6, 8	None
WEST VIRGINIA		
Beckley-Bluefield	6	None
Charleston	2, 7, 11, 13	None
Clarksburg	9	None
Huntington-Ashland, Ky.	5, 9	1
Parkersburg	4	None
Wheeling	12	1
WISCONSIN		
Appleton	5	None
Ashland	2	None
Eau Claire	3	None
Fond du Lac	11-c	None
Green Bay	4	None
La Crosse	8, 10	None
Madison	7, 9	2
Marinette	7	None
Milwaukee	3*, 6, 8, 10	5
Oshkosh	2	None
Racine-Kenosha [1]	13	None
Rhinelander	8	None
Sheboygan	9-c	None
Superior-Duluth	3, 6, 8, 10	None
Wausau	6	None

[1] See Chicago and Indiana footnotes. Also: Alvin F. O'Konski asks use of Channel 12 at Merrill, Wis. See footnote on Houghton and Ironwood, Mich.

WYOMING		
Casper	5, 7, 12	None
Cheyenne	3, 6, 8	None
Laramie	11, 13	None
Rock Spring	3, 6, 8	None
Sheridan	9, 11, 13	None

CFRB AND CJBC TORONTO, slated to change frequencies on July 1 in connection with power increase in both stations to 50 kw, will remain on same frequencies with same power until Sept. 1, due to construction difficulties encountered by CFRB at its new transmitter site. On Sept. 1 change will definitely be made.

Hon. Frank Palmer
Kenyon & Eckhardt, Inc.
247 Park Avenue
New York City

Dear Frank:

To it's accomplishments, WCHS has added child rescuin'. Seems a mother lost her two children . . . an couldn't find 'em no how. So, naturly, she asked WCHS to announce for 'em, which WCHS did. Once't at 2:45, n'other time at 3:00 . . . at 'xactly 3:05, them chillun's was safe in their mother's arms, havin' been found by someone who heard on WCHS they was lost . . . Now you may not have lost nothin', but, I'll bet you'll find Charleston, Wes' Virginia a great big market if'n you use WCHS fer yer advertisin' . . . Y'see WCHS has 5000 watts at 580, plus CBS programs . . . y' cain't lose.

Yrs.

Algy.

WCHS

Charleston W. Va.

FITZPATRICK TO DIRECT TELEVISION RESEARCH

LEO J. FITZPATRICK, majority owner and chairman of the board of WGR Broadcasting Corp., Buffalo, N. Y., has been appointed director of television research of the United Detroit Theatres Corp. Mr. Fitzpatrick, who lives in Detroit, will leave soon for Hollywood for a six-week television course at Paramount Pictures Inc., of which United Detroit is a subsidiary.

Mr. Fitzpatrick

In making the announcement of the appointment, Earl J. Hudson, president of the theatre corp., said: "We believe there is a very close relationship between television and the motion picture industry. In seeking the person to head this very vital division of our various interests, we selected Mr. Fitzpatrick on account of his close affiliation with every phase of radio and his thorough knowledge of the broadcasting business, based upon 25 years experience. He will have complete charge of our research and television development in this area."

Mr. Fitzpatrick started in radio in 1922 at WDAF Kansas City and went to WJR Detroit in 1925 as program director. When the station was purchased by G. A. Richards, Mr. Fitzpatrick was made vice president and general manager and remained in that position until 1946. A short time later he bought the controlling interest in WGR. In 1935-36 Mr. Fitzpatrick served as president of NAB and was also a member of the first Federal Radio Conference Committee.

A NEW sports quiz show produced by Jack Barry titled "The Joe DiMaggio Show," and featuring Joe DiMaggio has been recorded and is currently making the rounds of various advertising agencies.

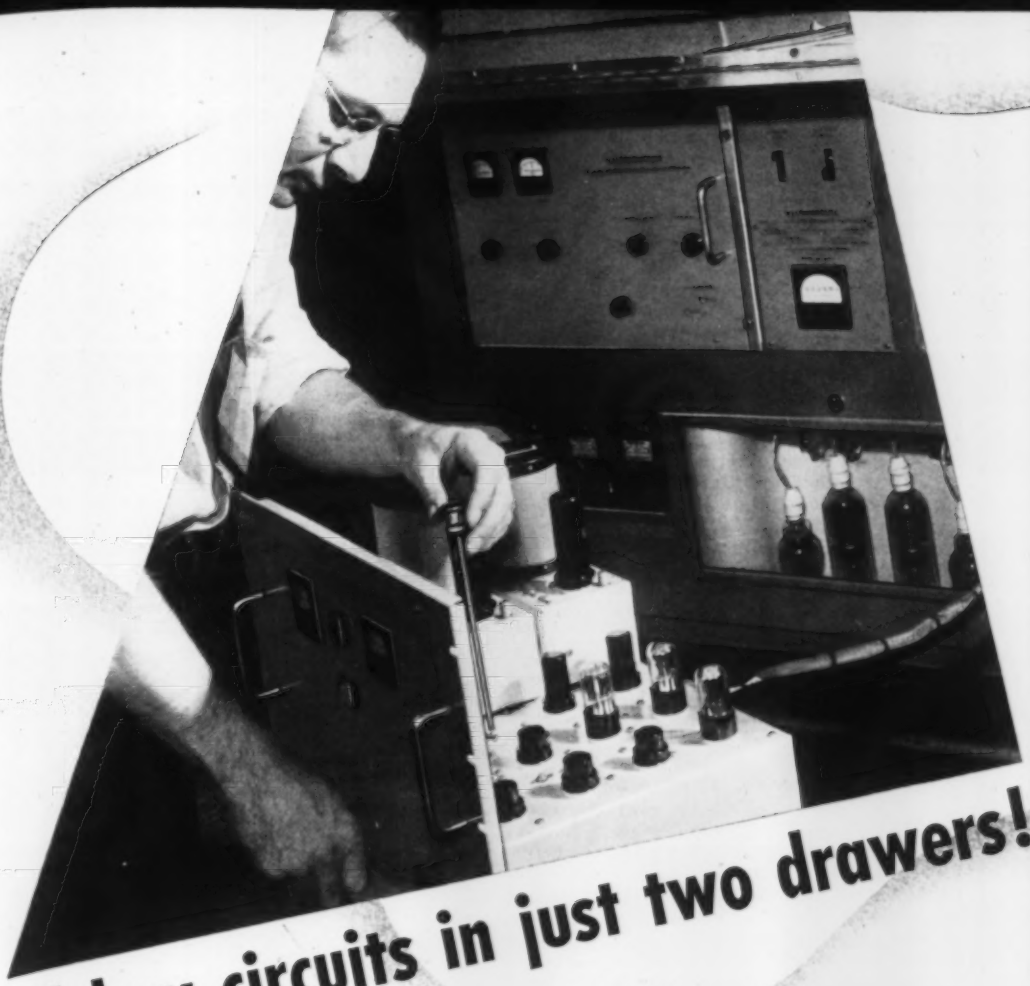
9 POPULAR STATIONS . . .

each the leader in its own community, each influential and progressive, make up the Southwest Network serving Southern New Mexico and West Texas. Here's a prosperous area you can't afford to overlook, an area that can best and most economically be radio-covered by the Southwest Network. We would welcome the opportunity of giving you the complete story on Southwest Networkland.

THE SOUTHWEST NETWORK

KGFL, *Roswell, N. M.* • **KWEW**, *Hobbs, N. M.*
KSIL, *Silver City, N. M.* • **KAVE**, *Carlsbad, N. M.* • **KOSA**, *Odessa, Tex.*
KVKM, *Monahans, Tex.* • **KVLF**, *Marfa-Alpine, Tex.* • **KIUM**, *Pecos, Tex.*
KROD, *(CBS) El Paso, Tex., Key Station*

202 RADIO BLDG., EL PASO, TEXAS
TAYLOR · HOWE · SNOWDEN · · · REPRESENTATIVES



all key circuits in just two drawers!

. . . in the NEW Westinghouse 10 Kw FM Transmitter

Mr. A Darrel Massey can help you in the Southwest Your Westinghouse Salesman has complete facilities at his finger tips to help you with broadcast problems . . . from planning to operation. Mr. A. Darrel Massey, one of several Westinghouse sales engineers, ably assists him in the Southwestern area. His knowledge is backed by five years of commercial broadcasting experience, more than five years as a civilian radio engineer with the Navy and association with the Westinghouse Industrial Electronics Division since 1946.

and this service can help you anywhere! It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment . . . that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!

- **replace tubes in a matter of seconds**
- **easiest in the industry to inspect and service**
- **"finger-tip" reach for all tubes from the FRONT of transmitter**
- **only one control to adjust output power**
- **entire unit in only 3 cubicles cuts installation costs**

J-02146

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

BROADCASTING

CHICAGO TO BE VIDEO CENTER OF U. S.—EDDY

CHICAGO will become the video center of the U. S., in the opinion of Capt. William C. Eddy, director of WBKB Chicago, the Balaban and Katz television station.

Capt. Eddy

In an address before the Chicago Radio Management Club Wednesday, Capt. Eddy declared: "We are already well in the running to put Chicago in the lead, with New York and Los Angeles following in that order."

A quarter of a million listeners have provoked a "steady growth in sales," Capt. Eddy said. "Television now is in a 'hysterical stage,' has competitors bidding for popularity. This is healthy, however, and keeps us on our toes."

Capt. Eddy favors exclusive coverage of sports events by a single station, and a slow replacement of sports programs with shows of "greater general interest." Although sports spectacles, such as a Sunday football game, attract customers, an indoor event is a safer bet because of weather variables, he said. Sports spectacles can lose a backer as much as $70,000 in one day, he observed.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

VIDEO GRANTS

FCC Authorizes Seven More

SEVEN new commercial television stations were authorized last Wednesday by FCC including five grants which constitute initial video stations in the respective cities.

Two of the seven permits went to firms including the same ownership interest: R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil producers, doing business as Phoenix Television Co. and San Antonio Television Co., Phoenix and San Antonio, respectively, with Channel 5 (76-82 mc) assigned in both cities. The Phoenix permit is the first granted there while the San Antonio grant is the second made in that city.

Other cities which received their initial TV outlets are Davenport, Iowa; Greensboro, N. C.; Oklahoma City and Tulsa, Okla. Seattle, Wash., also was granted its second video station.

Central Broadcasting Co., licensee of WHO Des Moines and television applicant there, received Channel 5 at Davenport, Iowa, where it is affiliated in ownership with WOC Davenport. One application is pending in Davenport area with three channels proposed still available.

Greensboro News Co., permittee of WFMY-FM Greensboro, N. C., and publisher of the daily *News* and *Record*, was granted Channel 2 (54-60 mc). No applications pend there now; one proposed channel remains open.

WKY Radiophone Co., licensee of WKY Oklahoma City and owned by the Oklahoma Pub. Co., received Channel 4 (66-72 mc). Perent firm publishes daily *Oklahoman* and *Times* and is owned by E. K. Gaylord and associates. Three of the four proposed channels are open now; one request is pending.

KOMO Grant

Fishers Blend Station Inc., licensee of KOMO Seattle, was granted CP for Channel 2 (54-60 mc). Radio Sales Corp., licensee of KRSC Seattle, earlier was assigned Channel 5. Two requests pend for the two remaining proposed facilities.

George E. Cameron Jr., independent oil producer, was assigned Channel 6 (82-88 mc) at Tulsa. Two requests are pending there for the three remaining proposed facilities.

There remain four proposed channels for Phoenix with one application pending while at San Antonio, where six channels have been proposed; there are two requests on file for the three channels still open. Southland Industries Inc., licensee of WOAI San Antonio, earlier was granted Channel 4. Messrs. Wheelock, Pickens and Coffield also have video applications for New Orleans and Corpus Christi.

The new TV grantees:

Davenport, Iowa—Central Broadcasting Co., Channel 5 (76-82 mc), effective radiated power visual and aural 22.9 kw, antenna height above average terrain 350 ft. Initial estimated cost of construction $288,347, first year operating cost $200,000, revenue for first year $72,000. Grantee is licensee WHO Des Moines and is 25% owner KMA Shenandoah, Iowa. B. J. Palmer, president and 8.45% owner of Central Broadcasting, and his son, D. D. Palmer, vice president-treasurer 57.8% owner, each is 50% owner of WOC and WOC-FM Davenport. Mrs. B. J. Palmer owns 7.5% of Central and some 10% more is held in family trusts.

Greensboro, N. C.—Greensboro News Co., Channel 2 (54-60 mc), visual 1.67 kw, aural 0.84 kw, antenna 470 ft. Initial cost $112,835, operating cost $6,000-$8,000 per month, revenue unknown. Grantee is permittee of WFMY-FM and publisher daily News and Record.

Oklahoma City — WKY Radiophone Co., Channel 4 (66-72 mc), visual 12.1 kw, aural 6.2 kw, antenna 940 ft. Initial cost $192,400, first year operating cost $180,000, revenue $90,000. Grantee is licensee WKY that city. Parent firm is Oklahoma Pub. Co., publisher daily Oklahoman and Times.

Phoenix, Ariz.—Phoenix Television Co., Channel 5 (76-82 mc), visual 17.5 kw, aural 8.7 kw, antenna 400 ft. Initial cost $171,500, first year operating cost $96,000, revenue unknown. Grantee is partnership of R. L. Wheelock, W. L. Pickens, H. H. Coffield, independent oil producers, and John B Mills, oil producer and part owner of several southwest hotels.

San Antonio, Tex.—San Antonio Television Co., Channel 5 (76-82 mc), visual 17.9 kw, aural 9 kw, antenna 440 ft. Initial cost $194,500, first year operating cost $90,000, revenue unknown. Grantee is partnership of R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil producers.

Seattle, Wash.—Fishers Blend Station Inc., Channel 2 (54-60 mc), visual 16.7 kw, aural 8.4 kw, antenna 505 ft. Initial cost $254,850, first year operating cost $175,000, revenue $30,000. Grantee is licensee of KOMO Seattle.

Tulsa, Okla.—George E. Cameron Inc., Channel 6 (82-88 mc), visual 16.6 kw, aural 8.5 kw, antenna 625 ft. Initial cost $201,800, first year operating cost $50,000, revenue unknown. Grantee is owned solely by George E. Cameron Jr., independent oil producer. He has agreed to assign 15% interest each to M. H. Alvarez and John B. Hill for services rendered.

Lucky Strike Spots

AMERICAN TOBACCO Co., New York, announced last week it will begin a new seven-month spot radio campaign this week for Lucky Strike Cigarettes, through BBDO, New York. No details of the campaign were revealed.

Something New

WHILE Safety Commissioner M. J. Bennett of Des Moines is on vacation, four members of the City Council will take over his morning show on KSO. Mr. Bennett's program of recorded music and commentary runs from 7:30 to 9 a.m. five days a week. Substitute disc jockeys will include the mayor, finance commissioner, parks commissioner and street commissioner. Feature story on the event was carried on front page of *The Des Moines Register*, owner of KRNT Des Moines.

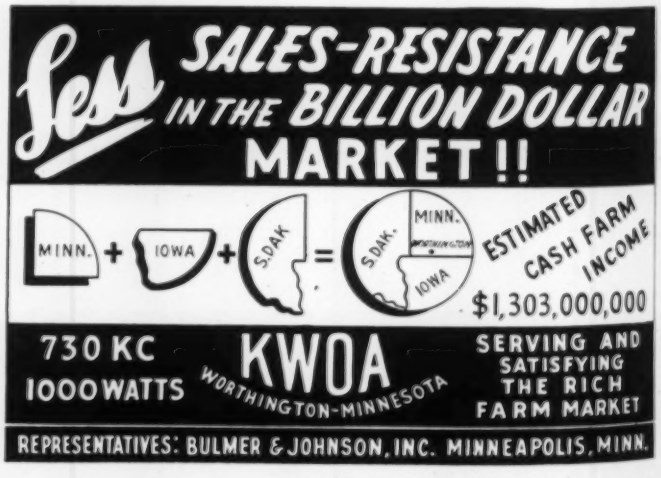
Members of AFRA Vote In Four Major Cities

AFRA members in New York, Chicago, Los Angeles, and San Francisco will vote in an NLRB referendum this month to determine whether the union is to continue as collective bargaining agent for U. S. radio artists. The New York area balloting is scheduled June 9, through June 16.

New York radio performers may vote in Room 694 in the RCA Building, 30 Rockefeller Plaza, from 9 a.m. to 6 p.m. daily. All AFRA national contracts have contained union shop clauses since the union was founded in 1937, but under the Taft-Hartley Law an NLRB election must be held if the clause is to be retained.

Also on the June agenda of AFRA's New York local is the election of nine representatives to the union's national board, and 104 delegates to the 1949 AFRA convention to be held in Boston in August. Candidates follow:

Kenneth Banghart, Alan Bunce, Ralph Camargo, Nelson Case, Clayton Collyer, Ben Grauer, Vinton Hayworth, House Jameson, Eugene Loewenthal, John Neher, Ted Osborn, Virginia Payne, Minerva Pious, Gene Rayburn, Kenneth Roberts, Sydney Smith, Margaret Speaks, Karl Swenson and Ned Wever.


Less SALES-RESISTANCE IN THE BILLION DOLLAR MARKET!!
MINN. + IOWA + S.DAK. = S.DAK. MINN. IOWA
ESTIMATED CASH FARM INCOME
$1,303,000,000
730 KC
1000 WATTS
KWOA
WORTHINGTON-MINNESOTA
SERVING AND SATISFYING THE RICH FARM MARKET
REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

American Radio has a universal appeal. Generations now growing up learn to switch the radio on almost before learning to walk and talk.

Because of this ready acceptance radio offers programs built for all ages of people. Each age group must not only be treated as potential consumers but, first of all, must be offered an entertainment fare palatable to their varying tastes.

As a service to the public and as a means of the advertiser reaching his selected market WGN presents such shows as:

Funny Paper Party ★ Youth Looks Up
Citizens of Tomorrow ★ Juvenile Jury
Swinging at the Sugar Bowl
Adventure Parade ★ Family Theatre

Other shows not listed above and still others not even on the air we will gladly present to you to help solve your problems.

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

It tells the story...

NATIONAL "SELECTI

We said, "Give this great business a name worthy of its size." Agencies, station owners, publishers responded. They recognized the confusion, the double meaning of "National Spot" as a name to describe one of the greatest advertising mediums ever known. Their overwhelming approval and choice was for National Selective Broadcasting.

PAUL H. RAYMER COMPANY, Inc. Ra

TIVE" BROADCASTING

Incredible as it may seem, recent surveys show that ninety-one per cent of the advertising managers, the men who buy your time, don't know what "Spot" radio is. Moreover, they injuriously believe it to be limited to something it is not. They call it "CBs," "1-Ms," "spot announcements," "jingles," "nuisance advertising," or some leftover stuff—a means of covering ever narrowing concentric circles.

And in Canada, thanks to the hundreds of letters written by All-Canada Radio Facilities, seventy-six per cent of the replies came out flatly for adoption of the name National *SELECTIVE* Broadcasting.

To you "Spot" means something far bigger than just chainbreaks or announcements — but to your employees and to advertisers who buy your time, "Spot" will always mean simply—announcements or spots on your schedule.

National *SELECTIVE* tells the story. It's not a short, trite or catchy name, but why should it be? It properly describes a means, a system of national advertising that competes with the greatest media — newspapers, magazines and networks. *Selective* broadcasting offers advertisers economies, direction and control not possible with any other means of selling goods to the nation. With it and it alone the advertiser can

SELECT his markets
SELECT his stations
SELECT his talent
SELECT his program
SELECT his time
SELECT his commercial

This *is* National *SELECTIVE* Broadcasting.

You may ask—why this campaign to change the name? Because you and we want more program business. We value announcements but we want more programs—big name ones sponsored by truly national advertisers on a national *selective* basis. Before you get any substantial increase in such business, you and your sales representative must have a name for it that advertisers can understand.

Let's get away from this little, this belittling word "Spot" with its double meaning and ambiguity. Let's give this great advertising medium a name worthy of its size. National *SELECTIVE* Broadcasting tells the story.

If you agree, or disagree, your opinion will be very much appreciated.

c. *Radio Advertising* • ***New York, Boston, Detroit, Atlanta, Chicago, Los Angeles, San Francisco***

Paul H. Raymer Company, Inc.
366 Madison Avenue
New York 17, N. Y.

☐ I approve .....

☐ I disapprove .....

I suggest the name .....

Name .....

Editorial

Voice With an Accent

IT NOW should be evident that more people in these United States have read and heard about the *Know North America* series broadcast under the aegis of the "Voice of America" than ever listened to the series when it was beamed last winter to South America.

Congress blew its top when Senator Capehart (R-Ind.) exposed the series—months after the broadcasts over NBC's South American beam. And the State Dept. adroitly is using the incident to get more appropriations. The Department is now out to get what former Assistant Secretary of State Bill Benton couldn't put over—an American BBC in international broadcasting.

Congressional hysteria is understandable. The broadcasts were abominable. NBC thought the State Dept. was checking. State Dept. said it thought NBC was doing the job. But, since no complaints were received from American residents in the Latin American nations, nor from Latin listeners, nor from our embassies and legations, we ask, "who listened?"

We have long contended that the "Voice of America" is a voice in the wilderness. That goes for the impoverished European nations to an even greater degree than to the peoples in Latin America. We haven't the slightest notion as to how many receivers there are in Europe capable of picking up our shortwave beams. We don't know how many frequencies the Russians are using. We don't know whether they listen only to our newscasts or to specially produced programs. All we do know is that it costs lots of money and that the "Voice" has continually navigated in Congressional hot water.

Walter Lippmann, the eminent journalist, forewarned months ago that the State Dept. would get into trouble if it took responsibility for radio programs. Now, after the *Know North America* fiasco, he insists that the only scripts that the Department ought to have anything to do with are speeches, statements, press interviews dealing with foreign affairs.

We agree with Mr. Lippmann. And we suggest that this can be done most effectively in one or the other of two ways. One is to have the Government *buy time* on the privately-owned international broadcast stations to be broadcast in the various foreign tongues, just as any other client contracts for time. This would set no precedent, for the Government is an advertiser. The international BBC does set a precedent—and a dangerous one—for it puts the Government into radio on an operating basis. And how much of a legislative haul is it from international to domestic operation?

The other is for the Government to consider purchase of time, or the equivalent of it, on the longwave stations in the nations we want most to reach. The preponderance of the populations have "people's radios" attuned to the longwave bands. We could swap some of our Marshall Plan credits in Europe for the purchase of this time, and tell the whole story effectively in newscasts to which most of the citizens listen.

The job, after all, is to sell America everywhere. Selling America is like selling a commodity. America sells itself as the land of opportunity, founded upon free competitive enterprise. A free radio is the acme of free enterprise. For it was private enterprise that made our broadcasting the efficient, vibrant, living instrument it is. To all other peoples it can be "The Voice of Freedom." As a State Dept. vassal the voice takes on a BCC accent.

The 'Sleeper'

FOR WEEKS there has been talk of a compromise deal wherein Chairman Wallace H. White Jr. (R-Me.) of the Senate Interstate Commerce Committee, and Sen. Ed Johnson (D-Col.) would get together on their respective radio bills as a means of whipping through legislation at this session.

They got together last Tuesday. The result is a polyglot "sense of the Senate" resolution (S-Res. 246) which combines the most objectionable provision of the moribund White Bill with the original Johnson clear channel breakdown bill. It is difficult to conceive of a more abortive thrust against a free radio.

The White Bill portion of the resolution would impart to the FCC full jurisdiction over program performance and business aspects of station operations. It is in substance Section 326 of the White Bill, which was the provision that brought unalterable opposition from radio ranks.

Keep in mind, the new Johnson Resolution isn't legislation at all. It does not require House concurrence or Presidential signature. It uses a technique that would have legislative effect without negotiating the prescribed legislative procedures.

Congress plans to adjourn by the end of next week (June 19). Sen. White retires at that time after 30 years as a Congressional leader on communications. Sen. Johnson is determined to have his name on radio legislation.

A "sense of the Senate" resolution can rip through Committee and Senate like wildfire—particularly during the closing days of Congress. Hearings have been held on both bills. The record is closed.

The Johnson break-down portion of the resolution is a sweet morsel for anti-clear channel stations. But the White censorship sleeper would wreak havoc for every licensee. If radio is caught napping on this one, the freedom fight could be set back a generation.

$ Log-Rolling $

ALTHOUGH the number of newspapers charging stations for publishing program logs has increased during the past three years the trend is by no means general, results of a survey conducted by the Research Committee of the Newspaper Advertising Executives Assn. show.

Of the 365 dailies replying to a questionnaire, 30 now charge for the logs, while 159 are definitely decided against the move and 49 are undecided. Only 74 contemplate the step. Chief reason given by papers against commercialized logs is the admitted "reader interest."

Gleaned from the survey is the obvious fact that broadcasters who meekly accept a charge are doing a disservice to radio everywhere as well as to their own stations and listeners. Seven of the 30 cities reported charging for logs said there was *no* opposition from stations. Conversely three papers deciding *against* the charge cited "opposition of readers."

Station managers know they are right in their contention that logs are news. They should defend that right. They can't expect listeners to demand publication of radio logs if they themselves are silent.

The poll proves again that the majority of newspaper editors feel their responsibility to the public is to publish the news. They know the logs are news. The axiom of ethical journalism has always been that news can't be bought.

The bellwether among newspapers is the *New York Times*. It publishes "All the News That's Fit to Print." It runs New York logs in full daily and on Sundays for the entire week ahead.

Our Respects To —

JOHN JAMES VAN NOSTRAND JR.

HAD SON followed father, the name of John James Van Nostrand Jr. would today be stenciled on the glass door of a legal firm's office. Since that was not the case, his name is listed on Sullivan, Stauffer, Colwell & Bayles stationery as vice-president in charge of Hollywood operations.

Son of the retired San Francisco jurist, Superior Judge John J. Van Nostrand Sr., Jack Van Nostrand had no leaning to law books. He wanted to be a writer.

Life is a lot simpler today for Mr. Van Nostrand, who remembers when he was writing a dozen shows a week and produced several as well. Besides handling business details of the agency's West Coast office, he today directs the weekly ABC *Mayor of the Town* with Lionel Barrymore (Noxzema); edits scripts and supervises production of NBC *Hollywood Star Preview* (Whitehall Pharmacal Co. for Anacin); and keeps a finger on the *Jimmy Fidler Show* on ABC and MBS (Carter Products Inc. for Arrid).

Born in San Francisco Aug. 24, 1905, he attended grade school in that city. Graduating from Lowell High School in spring of 1922 he went to sea for several months to gather atmosphere and experience for his writing career. After his first voyage he enrolled in the College of Commerce at U. of California at Berkeley in 1922. And along with participating in other campus activities, he became an associate editor of *The Daily Californian*.

When he was offered a job as reporter on the old San Francisco *Bulletin* in 1924 he left college. After 12 months with that daily newspaper, he shifted to the Anglo-California Bank for a two year association.

The urge to do creative writing persisted. So in summer of 1928 the courageous unknown hied himself to Hollywood to crash the movies as scenarist. It didn't pan out. So he became a dramatic critic and did freelance writing.

It was during this time that he wrote a series of humor articles for *Game & Gossip*, popular regional "slick" magazine of the day. Xavier Cugat did the illustrating.

C. Ellsworth Wylie, advertising manager of *Game & Gossip*, took an interest in young Van Nostrand. When the magazine ceased publication, Mr. Wylie became manager of KHJ Los Angeles, key station of Don Lee Broadcasting System, then Western outlet for CBS. This was the radio turning point in Mr. Van Nostrand's career.

Mr. Wylie offered him a job as continuity

(*Continued on page 50*)

STILL Tops in the Southwest

They tell us radio is getting to be a pretty competitive proposition. Not so long ago, in 1945, as a matter of fact, listeners hereabouts assorted themselves comfortably among five home town stations. Now there are seven San Antonio A.M. stations, with an eighth in the early offing.

But all this influx of program fare hasn't changed the preference of Southwest listeners for WOAI. Year in and year out, WOAI holds far and away the biggest share of listening homes. For instance, in the San Antonio Hooper Station Listening Index for March-April, WOAI pulls an over-all 43% share of audience —three times that of the number two station!

Why not ask your Petry man how *you* can cash in on WOAI prestige and popularity in San Antonio and the booming South Texas market?

WOAI
San Antonio
NBC • 50000 W • CLEAR CHANNEL • TQN

By any check you use—it's **WOAI**

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Respects

(*Continued from page 48*)

writer and he accepted. A year later, 1933, he was elevated to continuity editor, was also given a stop-watch and the title of producer too.

Pat Weaver, now vice president in charge of radio for Young & Rubicam was a writer on the KHJ-Don Lee staff in those days. Mr. Van Nostrand teamed with him in writing many a show. Included was the CBS *Old Gold Show* with Dick Powell, film actor, and Ted Fio Rito's orchestra.

Mr. Van Nostrand was shifted from KHJ to KFRC San Francisco in August 1935 with title of program director.

After a year, he returned to Hollywood, resigning from Don Lee Broadcasting System in October 1936 to become a contract writer for Benton & Bowles on *Goose Creek Parson* for Colgate-Palmolive-Peet.

At the start of 1937 he moved over to Lord & Thomas (now Foote, Cone & Belding) radio department, writing movie star dramatized inserts for Lucky Strike's *Your Hit Parade*.

As a side job he was also scripting the NBC *Fred Astaire Packard Show* for Young & Rubicam. With start of the 1937 fall season he was on that agency's staff as director of the new *Packard Show* which included Lanny Ross, Walter O'Keefe and guest stars.

To New York in '38

He went to New York in spring of 1938 and was given production reins of the CBS *Fred Allen Show* sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana). Other assignments included director of *Ben Bernie Show* for Half and Half tobacco and *Phil Baker Show* for Dole Pineapple.

It was in the fall of 1939 that Mr. Van Nostrand was made a program supervisor for Young & Rubicam, dividing time between New York and Hollywood. Don Stauffer, now partner and vice president of Sullivan, Stauffer, Colwell, & Bayles, was national radio director of Young & Rubicam at that time. And thus started a personal friendship as well as business association that has continued through the years.

Under Jack Van Nostrand's jurisdiction at that time were *Silver Theater*, *Kate Smith Hour*, *Aldrich Family* and *We the People*. *Screen Guild Players*, sponsored by Gulf Oil, was another of the shows which he supervised and worked on script.

Resigning his agency post for a wartime assignment, he joined the OWI New York radio staff in December 1942. And shortly after he found himself working under Don Stauffer who had been made OWI chief of domestic radio division.

With R & R in 1944

With the OWI assignment completed, in the spring of 1944 he joined the New York staff of Ruthrauff & Ryan as script editor and supervisor, overseeing CBS *Dick Haymes Show* (Autolite), and NBC *Frank Morgan Show* for Pall Mall. His immediate superior was again Don Stauffer, who meanwhile had left government service to resume the post of vice president and co-director of radio for Ruthrauff & Ryan.

With formation of Sullivan, Stauffer, Colwell & Bayles, he resigned from Ruthrauff & Ryan in summer of 1946 to join his former business associate, Don Stauffer, and was appointed Hollywood manager of the new agency. Elevation to vice presidency came in January 1948.

Admitting that he is a poor golfer, he has no particular hobbies or forms of recreation. Radio is his hobby as well as his occupation. Definitely not a joiner, he has no club affiliations.

Julie Dillon was a radio actress whom he auditioned at KHJ-Don Lee. Today she is Mrs. Jack Van Nostrand. They were married in Los Angeles May 29, 1935, with his father tying the knot. They make their home in suburban Sherman Oaks, with daughter Juliane, seven months, as queen of the household.

Management

JACK RATHBUN, former general manager of WJVB Jacksontille Beach, Fla., has joined WORZ Orlando, Fla., as assistant manager in charge of sales and promotion.

VERL BRATTON, general manager of WREN Topeka, Kan., for past nine years, has resigned. No future plans announced.

ROLAND L. FOWLER, former salesman of WGAT Utica, N. Y., has been appointed assistant general manager of that station.

CAPT. ANDREW W. CRUSE (USNR), assistant vice president of International Telephone and Telegraph Corp. in charge of radio operating department, has been elected president of Radio Corp. of Porto Rico, subsidiary of IT&T and owner-operator of WKAQ San Juan, P. R. **JOHN A. ZERBE**, also of IT&T, has been elected vice president and general manager of Radio Corp. of P. R., with headquarters in San Juan. Both were also elected to board of directors.

LOUIS WASMER, owner of KGA Spokane, and Mrs. Wasmer were guests of President Truman on the yacht "Williamsburg" on cruise down the Potomac over Decoration Day weekend.

RICHARD E. ADAMS, general manager and part-owner of WKOX Framingham, Mass., is the father of a girl, Karen Whitney.

DONALD D. DAVIS, president of WHB Kansas City, was honor guest at a dinner in Kansas City last Thursday held in conjunction with WHB's inauguration of fulltime operation the preceding week. Kansas City's officialdom as well as other station executives paid tribute to the veteran broadcaster.

J. P. WILLIAMS, executive vice president of WING Dayton, and WIZE Springfield, Ohio, is the father of a girl, Mary Elizabeth.

ROLAND VAILE, KCMJ Palm Springs assistant manager, has been elected to Board of Trustees of Desert School District.

Leonard Marks, Partner In Radio Law Firm, Weds

LEONARD H. MARKS, partner in the Washington radio law firm of Cohn & Marks, and Mrs. Dorothy Holloway, Washington trade paper correspondent, were married in New York last Thursday. They were to sail Saturday on the *New Amsterdam* for a two-month tour of Europe, during which Mr. Marks will make a study of international broadcasting and the effectiveness of the "Voice of America" transmissions. World Wide Broadcasting Foundation, of Boston, is a client of the firm. Mr. and Mrs. Marks will visit Holland, Belgium, France, Switzerland, Italy and England.

Mrs. Marks formerly was with the FCC information division and has been radio correspondent for *Variety* for several years. Mr. Marks was assistant to the general counsel of the FCC prior to entering private practice two years ago.

WNJR
rings the bell
in the rich north jersey area of 1,000,000 homes for many a happy time-buyer.
Place your sponsor's product story on these weight-wielding 5000 watts and watch the sales charts zoom.
Studio and Business office
91-93 HALSEY STREET
NEWARK, N. J.
Phone MArket 3-2700
New York office
509 FIFTH AVENUE
Phone Vanderbilt 6-0890
Otis P. Williams
General Manager
the radio station of the
Newark News

Tulsa builds homes

Yes, Tulsa *is* building homes on a tremendous scale! The first two months of this year produced almost *five* times as much residential construction in Tulsa as in Oklahoma's second market! Construction of all kinds in Tulsa County for this period totaled $14,359,000.00 as against Oklahoma's second market figure of $5,137,000.00 Yet housing in Tulsa is far below demand and building continues!

New housing means new markets! Furniture, appliances, radios, rugs, mops, soap, dishes . . . the list is limitless. New housing means new happiness, too, for thousands of new Tulsa citizens!

The conversion from new Tulsans into Tulsa-boosters doesn't take long, for Tulsa is unique in many ways and newcomers fall in love with it in a hurry. It doesn't take long for newcomers to become KVOO fans, either. That's why KVOO's Hooperatings stay consistently on top, year in and year out.

Summing it up, smart advertisers always choose Tulsa as a *must* market and KVOO as the *must* station!

50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

EDWARD PETRY & COMPANY, INC.
National Representatives
NBC AFFILIATE UNLIMITED TIME

Commercial

CHARLES SMITH, who has been with WTOD Toledo for more than a year, has been appointed commercial manager of WTOD and WTRT (FM).

CHESTER R. MESSERVEY has been added to sales staff of KYW Philadelphia. He formerly was with WBZ Boston and WHPE High Point, N. C. He succeeds **HAL LAMB**, resigned.

W. A. (Bill) ROBERTS, commercial manager of KRLD Dallas, and with the station for nearly 20 years, has been elected president of Dallas Advertising League. He is first radio man to hold this office. **RICHARD L. KANATZAR** of KSKY Dallas, was elected a director.

Mr. Roberts

CLAUDE SULLIVAN, commercial manager of WZIP Covington, Ky., is father of a boy, David Lorin.

HORACE N. STOVIN, president of H. N. Stovin & Co., Toronto, station representative, has been elected a director of the Advertising & Sales Club of Toronto.

JACK HOLMES, formerly with James McBride Adv., Fort Worth, has joined commercial staff of WBAP that city.

C. AUSTIN MOORE, program director of CFNB Fredericton, has been appointed sales manager. He started with station in 1940 as engineer, moved to programming and lately has been supervising local sales.

U. OF MIAMI is producing campus facsimile editions twice daily. Each edition lasts 15 minutes and approximately 500 words are printed per minute.

COMING SOON!

FYI

Has a Top Hollywood Reporter. Guess Who?

FYI

Has a Leading Sports Writer. Guess Who?

FYI

Has a Great Political Reporter. Guess Who?

FYI

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE. 4312

FIRST 15 PROGRAM HOOPERS—May 30 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny* (sub)	163	American Tobacco (BBDO)	21.0	19.5	+1.5	5
Walter Winchell*	219	Andrew Jergens (Orr)	20.8	15.9	+4.9	11
Radio Theater	153	Lever Bros. (JWT)	19.3	20.9	—1.6	3
My Friend Irma	147	Lever Bros. (Y&R)	18.1			
McGee and Molly	144	S. C. Johnson and Son (NL&B)	17.9	26.3	—8.4	1
Amos 'n' Andy	151	Lever Bros. (R&R)	17.7	18.2	—0.5	7
Charlie McCarthy	149	Standard Brands (JWT)	17.4	16.5	+0.9	10
Bob Hope	131	Pepsodent Div. Lever Bros. (FC&B)	16.9	24.7	—7.8	2
Fred Allen	163	Ford Dealers (JWT)	16.3	18.8	—2.5	6
Truth or Consequences	144	Procter and Gamble (Compton)	15.9	12.4	+3.5	15
Bandwagon	161	F. W. Fitch Co. (Ramsey)	15.8	13.7	+2.1	13
Godfrey's Talent Scouts	149	Lipton Co. Div. Lever Bros. (Y&R)	15.8	---	---	---
Music Hall	144	Kraft Foods (JWT)	13.2	8.1	+5.1	60
Red Skeleton (CH)	161	B. and W. Tobacco (Seeds)	13.2	19.5	—6.3	4
Bing Crosby	244	Philco Corp. (Hutchins)	12.8	15.4	—2.6	12

CH Computed Hooperating
* Includes First and Second Broadcast

RURAL RADIO NETWORK IN N. Y. IS UNDERWAY

CENTRAL NEW YORK's Rural Radio Network was scheduled to begin operations yesterday (June 6) with five of its six rural outlets, plus WGHF, its New York City affiliate.

The RRN executive staff, headed by Bruce Gervan, general manager, announced that the five stations beginning operations are: WFNF Wethersfield, WVBT Bristol Center, WVFC Ithaca, WVCN DeRuyter and WVCV Cherry Valley. The sixth station WVBN Turin, is slated to start next month.

Operating hours are 11:45 a.m.-7:45 p.m. weekdays and 1-7:45 p.m. Sundays, Mr. Gervan said. *New York Times* news bulletins are aired three times daily.

Sponsoring RRN [BROADCASTING, March 1] are ten farm organizations: New York State Grange, New York State Farm Bureau Federation, New York State Federation of Home Bureaus, Cooperative G. L. F. Exchange Inc., Dairymen's League Cooperative Assn. Inc., New York State Poultry Council, New York State Vegetable Growers Assn., New York State Horticultural Society, New York State Artificial Breeders Cooperative Inc., and Empire Livestock Marketing Cooperative Assn. Network's headquarters are in Ithaca, N. Y.

Executive staff, besides Mr. Gervan, includes: Donald De Neuf, chief engineer; Robert Child, program director; Claire Banister, women's programs; H. Stilwell Brown, assistant to the general manager; Miller McClintock, consultant; William Ensign, in charge of sales in New York City, and Charles Hodges, in charge of news coverage.

More Co-op Sponsors

THE MBS SHOW, *Fishing and Hunting Club*, Mondays, 10-10:30 p.m., has added 15 co-operative sponsors, making a total of 83 local markets outside of the primary area sponsored by the Mail Pouch Tobacco Co. through Walker-Downing, Pittsburgh. *Meet the Press*, another MBS co-operative feature, is now sponsored locally on 54 stations, an increase of 12 in the past two weeks.

May Study Shows Sports Video Programs Favored

OF THE 10 leading telecasts surveyed in May by Pulse Inc., New York, six were sports programs, with baseball placing as the favorite. Results were:

Kraft TV Theatre, Wednesday, WNBT	48.0
Giants-Boston, Sunday, WNBT	45.0
Theatre Guild, Sunday, WNBT	44.0
Wrestling, Friday, WABD	44.0
Giants-Boston, Saturday, WNBT	38.0
Feature Film Tuesday, WCBS-TV	36.0
Boxing, Monday, WABD	36.0
Wrestling, Thursday, WABD	36.0
Tonight on Broadway, Tuesday, WCBS-TV	32.0
Boxing, Tuesday, WABD	32.0

To Use Spots

ALTHOUGH SPOT announcement business is not accepted by Canadian Broadcasting Corp. for use on its own stations, CBC is making an exception in case of new CBW Winnipeg, 50-kw station opening July 1, and replacing CKY Winnipeg. All current contracts on CKY will be honored on CBW until contract expiration, except those which conflict with CBC policy. Spot announcements and flash announcements will be accepted on CBW for one year from July 1, subject to product acceptability and commercial continuity acceptance. Unacceptable products, under CBC commercial policy, are for the most part in the patent medicine field.

RADIO - VIDEO SESSION AT NRDGA N. Y. CLINIC

A THREE-HOUR television and radio session is scheduled by the National Retail Dry Goods Assn. for the opening day of its promotion and display clinic June 22 and 23 in New York's Hotel Pennsylvania.

The video and radio meeting, one of four sessions, will include as speakers Sam Cuff, retail radio consultant; Lawrence H. Foster, sales promotion manager of The Fair Store, Chicago, and Thomas Connolly, assistant manager of CBS program sales. Mr. Cuff will speak on "How Television Should Be Handled for Retail Purposes," Mr. Foster on his store's use of television as a medium and Mr. Connolly on "How to Tie in a Store's Sales Promotion Efforts with Radio and Television."

At the luncheon June 23 Mr. Connolly and Ira Hirschmann, president and general manager of WABF (FM) New York, will be among the speakers. Others on the program have not been announced.

Harold Abrahams, manager of the NRDGA sales promotion division, is in charge of the clinic.

'People Are Funny' Gets Skelton Period for B & W

BROWN & WILLIAMSON TOBACCO Co., which dropped sponsorship of Red Skelton on NBC Tuesday, 10:30-11 p.m., will sponsor *People Are Funny* in that spot beginning in the fall. Mr. Skelton's program, under the sponsorship of Procter & Gamble, moves to Friday nights on NBC [BROADCASTING, May 31].

The Brown & Williamson summer show on NBC Tuesdays will be *An Evening with Romberg*, beginning June 8. Russel M. Seeds Co., Chicago, is the agency.

NBC has been cited by U. S. Marine Corps for the network's "outstanding cooperation and public service" in promoting the Citizen Marine Corps' enrollment program during 1947-48.

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

The Register & Tribune Station

The Radio Tribune

THE WEATHER
Conditions right for Timebuyers to plant advertising message in fertile minds of KRNT's huge audience for bumper sales yield in Iowa.

Vol. 1, No. 1 — DES MOINES, IOWA, MAY, 1948

Buy KRNT's greater audience "higher than network" ratings . . . no guess — no test — no distress

20,000 See "Ladies" at KRNT

Theater Jammed 5 Days, Yell for "Moore!"

FOR SECOND STRAIGHT YEAR

KRNT Personalities Out-Hooper Most Network Shows

TOP-RATED NEWS MEN

RUSS VAN DYKE

CHAS. McCUEN

These news *airthorities* both reach Hooper heights of 12.7—topping all local news men. McCuen is the favorite of Des Moines' big morning news audience, Van Dyke the evening. They rate higher in Des Moines than Baukhage, Telephone Hour, Ted Malone, Dick Haymes, Ford Theater, Ladies Be Seated, House of Mystery, Jack Smith, Dr. Christian, and many other network shows.

AIR QUEEN

BETTY WELLS

51.8% of Des Moines radio listeners tune in Betty when "Iowa's most-listened-to woman commentator" broadcasts daily. Her 10.3 rating beats the local Hoopers of Greatest Story Ever Told, Old Gold Show, Big Sister, Readers Digest, Fulton Lewis, Ozzie & Harriett, and numerous other network shows.

KIDS' IDOL

STAN WIDNEY

"Uncle Stan's" 8.9 (48.3% of audience) leads Des Moines ratings of Jack Armstrong, Information Please, Nick Carter, Life Can Be Beautiful, Terry & Pirates, Captain Midnight, Stella Dallas, and others.

IRONMAN

AL COUPPEE

Peaking at 11.8 on regular sportscasts, "Ironman" Couppee, former Iowa U. and pro athletic star, rates higher in Des Moines than many big network programs, including Abbott & Costello, Lowell Thomas, Counterspy, Vox Pop, The Shadow, Gangbusters, Point Sublime, Studio One, and others.

Most Have Two-Figure Ratings

QUIZ WHIZ

BILL RILEY

Des Moines gives KRNT's quiz feature chief an enviable 11.6 that beats Can You Top This, Breakfast in Hollywood, Woman in White, Beulah, Man Called X, Fred Waring morning, Young Dr. Malone, Today's Children, and others.

Majority Command 42 to 59% of Des Moines Audience

FUNSTAR

DON BELL

A Disc Jockey's D.J. registering a hefty 12.2, which tops the Des Moines Hoopers of Arthur Godfrey, Eddie Howard, Queen for a Day, Adventures of Thin Man, Willie Piper, Jimmy Durante, Fannie Brice, Vaughn Monroe, and plenty more.

SPINSTAR

GENE EMERALD

Afternoon disc jockey and vocal entertainer has rolled up a Hooper high of 11.8 (15.1 on Sat.) to snare over 50% of the local audience. He out-rates Paul Whiteman Club, Martin Block, Harvest of Stars, Blondie, All-Star Western Theater, America's Town Meeting, Galen Drake, Light of the World, and others, in Des Moines.

NEWS ACE

GORDON GAMMACK

A widely-read Des Moines Tribune columnist by day—an ace newscaster at 6 p.m. Boasts an 11.2 rating, and in Des Moines that's better than Voice of Firestone, Quiz Kids, Ozzie & Harriett, Gabriel Heatter, Gene Autry, Breakfast Club, and many other net programs.

OUTLOOK
Conditions right for Timebuyers to plant advertising message in fertile minds of KRNT's huge audience for bumper sales yield in Iowa.

Buy KRNT's greater audience— "higher than network" ratings... no guess - no test - no distress

... wise advertisers seeking to tap the extra rich Iowa market at lowest cost will ask a Katz man about...

That very highly Hooperated, Sales results premeditated, ABC affiliated Station in Des Moines.

KRNT DES MOINES
THE REGISTER AND TRIBUNE STATION

★ Oct., 1947, through Feb., 1948 — C. E. Hooper fall-winter report for Des Moines.

It happened on NBC

STORY OF A PERENNIAL ★ The carnation—a name applied to many varieties of the clove pink—has been cultivated for more than 2,000 years. Because the flower's pink hue had long symbolized glowing health, fifty years ago officials of a newly organized evaporated milk business adopted the name, Carnation Company.

In January, 1932, the Carnation Company inaugurated the Carnation Contented Hour on NBC, designing it to be "a musical presentation of the widest popular appeal." For many years the program opened with the lowing of cows and the clanging of cowbells. To this day the theme melody, although greatly modernized, remains "Wait Till the Cows Come Home," sung to fame by Fred Stone in the 1918 musical comedy "Jack O'Lantern."

Now in its 17th year on NBC and its 16th year at the same time Monday night, the Carnation Contented Hour is outstanding proof of the value of constancy in advertising. Through its long service on the same network at

the same hour each Monday night, the Carnation Contented Hour has become a household word and Carnation Evaporated Milk has welcomed an entire new generation in American homes from coast to coast.

This year while the Carnation Company celebrates its 50th anniversary, the Carnation Contented Hour continues to blend the best of popular music, new and old. Today, this musical homogenization is accomplished by Ted Dale, conductor of the orchestra and a brilliant arranger, with Buddy Clark, a top-ranking vocalist.

How to build a contented audience? Pack a half hour solid with the kind of music everybody likes. Keep it up to date with appealing modern arrangements. Let it flow over the powerful facilities of the NBC Network. Time it in the midst of other great programs heard on NBC. Let the listeners be the vast NBC audience. The result: a half hour that leads millions of listeners along Monday's Milky Way of music, song and entertainment.

NBC

A service of Radio Corporation of America

. . . the National Broadcasting Company

KTUL

TULSA
John Esau
Vice President & General Manager
Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES

STATION TRANSFERS

6 AM, 1 FM Approved

TRANSFERS of six standard stations and one FM outlet were approved last Thursday by FCC.

WEAM and WEAM-FM Arlington, Va., was granted transfer of control from J. Maynard Magruder et al to Harold H. and Meredith S. Thoms, North Carolina broadcasters, for consideration of $67,500.

KERO Bakersfield, Calif., received counsel for assignment of license from J. E. Rodman to Paul R. Bartlett, station manager, for $25,000. Competitive bid of Kern County Broadcasters was dismissed as Commission found firm not financially qualified. Chairman Wayne Coy voted for hearing in case.

KSST Sulphur Springs, Tex., was granted transfer of control from Howard S. Smith and associates to new group headed by Earle Fletcher, manager of KGVL Greenville, Tex., and Truett Kimzey, KGVL licensee. Price was $45,795. Clifford J. Durr voted for hearing.

Other transfers approved included KERS Elko, Nev., WGIL Galesburg, Ill., and WVLN Olney, Ill.

Details of the transactions given Commission approval follow:

WEAM and WEAM-FM Arlington, Va.—Granted transfer of control of Arlington-Fairfax Broadcasting Co. Inc., licensee, from J. Maynard Magruder, 12.14%; William S. Banks, 12.14%; Samuel F. Roth, 32.39%; Harold G. Hernly, 6.1%; Thomas J. Broyhill, 21%, and Howard Stanley, 4.1%, to Harold H. and Meredith S. Thoms for $67,500. Mr. Thoms is 98.5% owner of WISE and WISE-FM Asheville, N. C. His wife, Meredith, is assistant manager of the stations. Mr. Thoms also is licensee of WHHT Durham, N. C., and owns 25% of Inter-City Adv. Co. Inter-City is licensee of WAYS and WAYS-FM Charlotte and WKIX Columbia and permittee of WCOG Greensboro, N. C. At the date of sale last February WEAM claimed a 13-month operating loss of $63,212.81 [BROADCASTING, Feb. 9]. WEAM is assigned 1 kw daytime on 1360 kc.

KERO Bakersfield, Calif.—Granted assignment of license from J. E. Rodman to Paul R. Bartlett, station manager, for $25,000. Dismissed application of Kern County Broadcasters seeking assignment to it of station. Mr. Rodman is president and 40% owner of California Inland Broadcasting Co., firm which has assumed operation of merged interests of Mr. Rodman and Tulare-Kings Counties Radio Assoc. as KFRE Fresno (KTKC Visalia), assigned 50 kw on 940 kc [BROADCASTING, March 15]. Merger was conditioned upon his disposal of KERO. Kern County Broadcasters is owned 10% by Peter K. Onnigan, KERO engineer-salesman, and 90% by Thomas B. Reese, associated with agricultural business interests. KERO is assigned 250 w on 1230 kc.

KSST Sulphur Springs Tex.—Granted transfer of control of Hopkins County Broadcasting Co., licensee, from Howard S. Smith, 40%; Howard Hicks, 20%; R. E. Pratt, 20%; John A. Hicks, 10%, and Ross Bohannon, 10%, to Earle Fletcher, manager KGVL Greenville, Tex., 25%; Truett Kimzey, licensee KGVL, 24%; Jack C. Elliott, farm equipment dealer, 20%; William N. Edwards, investment banker, 20%, and J. Warren Day, accountant, 10%. Consideration: $45 795. Mr. Bohannon is part owner of KHBR Hillsboro, Tex. KSST is assigned 250 w on 1230 kc.

WGIL Galesburg, Ill.—Granted transfer of control of Galesburg Broadcasting Co., licensee, from Omer N. Custer and Sidney Nirdlinger, both deceased, to Galesburg Printing and Pub. Co. Estates of the deceased transfer complete holdings, 30% each, to publishing firm which prints daily Register-Mail. No consideration involved. Other stockstockholders retaining holdings in licensee include Howard A. Miller, president and 30% owner, and Burrell Barash, secretary 10%. Mr. Custer died in 1942, Mr. Nirdlinger in 1944. WGIL operates on 1400 kc with 250 w.

WVLN Olney, Ill.—Granted transfer of control of Olney Broadcasting Co., licensee, from Marshall H. Poole, president, general manager and 51% owner, as individual to Mr. Poole as trustee of 56% interest under voting trust agreement. Under stock reorganization Mr. Poole's holdings were reduced from 51% to 22.6% of total shares issued. Under voting trust arrangement number of other stockholders put their voting stock into trust pool in return for preferred holdings. In addition to Mr. Poole there have been 34 other minority stockholders. WVLN is assigned 250 w on 740 kc.

KERS Elko, Nev.—Granted assignment of permit from Herschel Bullen, sole owner doing business as Elko Service Co., to new firm named Elko Broadcasting Co. and composed of Mr. Bullen, 10.71% owner; Chris H. Sherrin, 50% owner of Elko Daily Free Press, president and 17.86%; R. C. Ellis, 50% owner Stockmen's Hotel, vice president 53.57%, and Orville R. Wilson, atttorney, secretary-treasurer 17.86%. Mr. Bullen receives stock, valued at $3,000, for investment in station to date. KERS is assigned 250 w on 1340 kc.

Republican Ad Agency

REPUBLICAN National Committee is retaining Lockwood-Shackelford Adv., Los Angeles, to handle campaign in 11 western states. It is understood that budget of approxmately $250,000 will be used for radio, in spot announcements and quarter-hour programming. Television is also being considered.

FM Assn. Readies Convention Plans

NOTICE of advance registration for the second annual convention of FM Assn., to be held Sept. 27-29 at the Hotel Sheraton, Chicago, have been sent to the membership by Bill Bailey, executive director.

Officers and five directors will be elected at the meeting. The officers to be elected are president, vice president, secretary, treasurer, general counsel and engineering counsel. Directors whose terms expire are Marion Claire, WGNB Chicago; Frank A. Gunther, Radio Engineering Laboratories; Raymond F. Kohn, WFMZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Corp., New York; Stanley W. Ray Jr., WRCM New Orleans.

Four-ply agenda is being completed by Mr. Bailey and Miss Claire, who is convention chairman. It will cover programming, selling, promotion and dealer cooperation, and technical phases of FM broadcasting.

Three contests open to member stations and their personnel will feature the proceedings, with prizes to be awarded, but FMA is not ready to announce details.

Registration fee for the convention will be $20 if paid before Aug. 15, $25 if paid after that date. FMA has reserved most of the Sheraton's facilities for its three-day program.

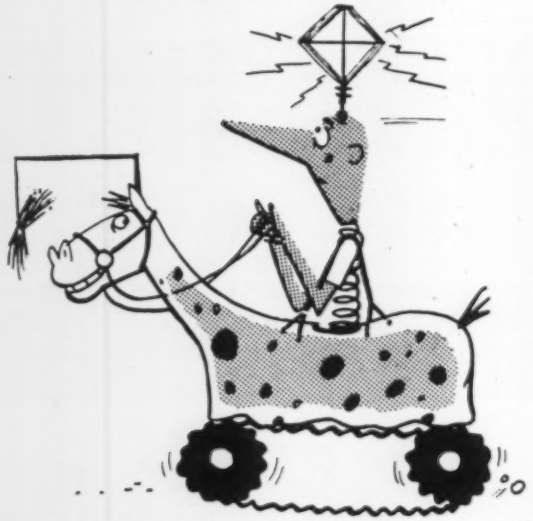
Taft TV Postponed

SEN. ROBERT A. TAFT of Ohio, who was to have appeared last Thursday on the CBS video series, *Presidential Timber*, was forced to withdraw because of a speaking engagement in the South, but will go on the series later in the month, possibly in a special June 18 broadcast. Series opened May 27 with Harold E. Stassen as guest (see story page 61). Gov. Earl Warren of California is slated to appear June 10. And CBS is hopeful that Gov. Thomas E. Dewey of New York may be the June 17 guest although arrangements for that are not definite as yet.

FOR SALE

DULUTH, MINN.—"I'm ditching this ambelating hay-burner," mutters Otto Mattick, "the blasted thing takes from Helsinki to breakfast to get anywhere. You can't be a slow-poke at KDAL."

When you buy KDAL you get fast action and results not maybe or sometime, but now. How come? Check your Fall-Winter Hooper, see how completely KDAL dominates the Duluth-Superior audience. It will show you KDAL has the listener-loyalty that means sales.

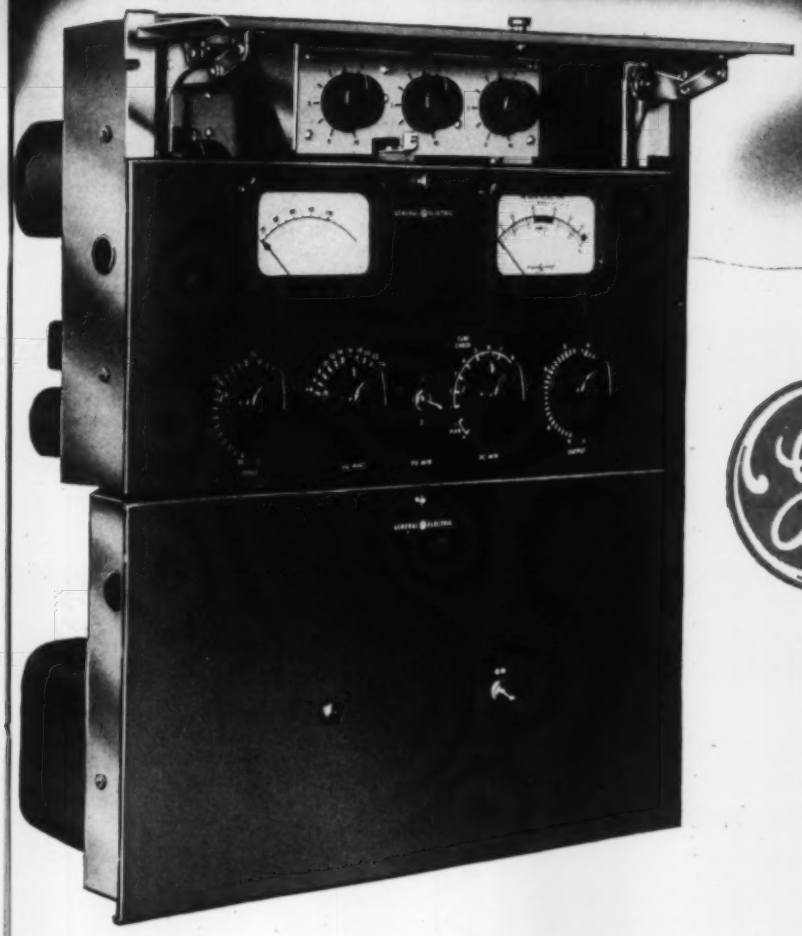


To hear the whole new KDAL story contact Avery-Knodel Inc.

Center Your Attention on

Center of the Dial
860 kc
MILWAUKEE

IN THE BATTLE FOR THE LISTENER'S EAR...



Here's increased coverage for your station!

with the new

GE LIMITING AMPLIFIER

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a *wallop* it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

MEMO TO STATION MANAGERS:

- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength —this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-G2A-6914

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION
in MADISON
the Capitol City
10,000 Watts
1070
on your dial
WKOW
AFFILIATED M. B. S.
MADISON 3, WISCONSIN
HEADLEY-REED COMPANY

FCC BLASTED

REP. CHARLES W. VURSELL (R-Ill.) told the House last week that "no department of government throughout the years has been as consistently bad as the FCC" and that "a change of administration in November [elections] is the only hope for relief."

He foresaw "continuance of maladministration" through President Truman's nomination of Miss Frieda B. Hennock for a Commissionership, and, referring to FCC station grants to Toledo Attorney Edward Lamb, declared:

"In the Bogota revolution and elsewhere, radio and other forms of communication were immediately seized; but it seems that here in the U.S.A. the subversives will control them in advance."

His reference to Mr. Lamb, who has been charged with Communist association by Rep. F. Edward Hebert (D-La.) and whose social and political views have been questioned by rival radio and newspaper interests, prompted Rep. Homer A. Ramey (R-Ohio) to point out that Mr. Lamb denies he is a Communist and has asked "the opportunity to appear here and look his accusers in the eye and answer questions."

Rep. Vursell replied that "Mr. Lamb certainly has a very questionable record dating back many years" but that "I agree anyone accused should have an opportunity to state his position and refute accusations if he can."

The Illinois Congressman said "FCC well knew that Lamb's book, *The Planned Economy in Soviet Russia*, strongly approved the Russian economy for adoption in the U.S.A. Lamb reiterated before the FCC that his book represented his views in 1934, then filed an affidavit saying he wanted to see changes and improvements made in the U. S. by constitutional means. That is communism in its mildest, convenient and shifting form."

Mr. Lamb and his wife have substantial interests in WTOD and WTOD-FM Toledo, television grantees at Columbus and Erie, Pa., and FM grantees at Erie and Mansfield, Ohio.

Hits FCC Appointment

Rep. Vursell said "it is difficult to visualize how the officials of the FCC could have given a worse administration of this department than it has during the past few years. The recent appointment by President Truman of Miss Frieda B. Hennock, of New York, to a seven-year term as a member of the Commission installs another leftist in this important position and certainly does not point to better administration.

"She reputedly has been, or still is, a member of the National Lawyers Guild, branded as a Communist front organization by the Attorney General. Her appointment holds out no hope for better administration but indicates a continuance of maladministration. Fortunately the Republican controlled Senate will hold up confirmation until the next session of Congress. In the meantime the election of a Republican President may give an opportunity to clean up this department."

Hennock Also Scored By Rep. Vursell

Hennock

(*Continued from page 23*)

appearance before the subcommittee.

While the full committee customarily meets every other Thursday, this schedule has been stepped up because of the heavy volume of business before it and the approaching adjournment. Chairman White may call the committee anytime this week, depending upon notification from Sen. Brewster on the Hennock matter.

GOP Policy

The Republican policy, it was indicated, is not directed against particular individuals but rather is a strategem to preserve vacancies until after the elections so that the incoming President will have a free hand in making his own selections. The GOP thinking, of course, is along lines of a Republican victory, irrespective of the GOP nominee.

Sen. Taft is understood to have said last week that it was not definite that the Hennock confirmation would be by-passed, but that it was "probable," consistent with the non-confirmation policy.

Another high-ranking Republican observed that the Republican majority would like to see a woman on the FCC but that they want a "Republican woman."

Miss Hennock bore the brunt of an attack on the House floor from Rep. Charles W. Vursell (R-Ill.). He branded her as "another leftist" and a member or former member of the National Lawyers Guild (See story this page).

In Miss Hennock's behalf it was stated last week that she, along with a number of other prominent New York lawyers, originally had joined the Guild when it was established under the auspices of the American Bar Assn. It was added that she promptly resigned her membership when it took on a decided leftist aspect.

FULLTIME operations began Tuesday on WHBF-FM Rock Island, Ill., after an experimental, parttime schedule since October. Station is the only FM outlet in the quad-city area.

WSYR Sold to Newhouse For Sum of $1,200,000

FORMAL transfer of WSYR Syracuse from Wilder to Newhouse ownership, was effected last Tuesday with the payment of $1,200,000 by newspaper owner Samuel I. Newhouse to Harry S. Wilder. The FCC previously had approved the sale.

Mr. Wilder continues as president and general manager. Mr. Newhouse is treasurer, and his wife, Mitzi E. Newhouse, is vice president and secretary. Board members include Ernest L. Owen and E. A. O'Hara, publishers respectively, of the Syracuse Newhouse-owned newspapers, *Journal* and *Post-Standard*.

The time is 12 to 1 and the odds are the same in your favor . . . on *Anything Goes!*

Anything Goes . . . midnite to 1 across the board on Cleveland's Chief Station . . . is an odds-on favorite with a huge group of listeners. They're adult, yet young enough to enthuse about our program—and your product.

For added coverage in the great Cleveland market . . . ask Headley-Reed about *Anything Goes!*

BILL O'NEIL, *President*
WJW
BASIC ABC Network
CLEVELAND
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

. . . . . and programming "know-how" too!

You want a "packaged show" to sell your wares in the Philadelphia area? KYW has it for you! Take your choice from dozens of transcribed features . . or from plenty of KYW live programs . . Musical Shows, Variety Programs, Sports Shows, Kid Programs . . KYW has them on the air now, with a ready-made audience in the nation's third market.

But . . if you don't see what you want, *ask for it!* KYW has the programming "know-how" to build a show to suit your product, and your plans, to a T. Our writers, producers, arrangers, actors and announcers know the Philadelphia audience . . know what they like and how to give it to them. Find out what this localized skill can do for you. Consult the KYW Sales Department or NBC Spot Sales.

KYW

Philadelphia's NBC Affiliate
50,000 Watts

WESTINGHOUSE RADIO STATIONS Inc WBZ • WBZA • KDKA • WOWO • KEX • KYW

NATIONAL REPRESENTATIVES, NBC SPOT SALES — EXCEPT FOR KEX • FOR KEX, FREE & PETERS

COMING SOON!

FYI

A NATURAL for Agency and Station Salesmen

FYI

Top-Name Talent Galore

FYI

Top Listener Interest

FYI

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE. 4312

NBC TV

(Continued from page 27)

sire to become subject to the further government regulation of a public utility, he declared. NBC is currently making use of privately-owned radio relay circuits between New York and Washington, but only on a temporary basis, he said.

Meanwhile, NBC is making plans for the national distribution of films for video use by stations and advertisers, Mr. Strotz said, but he promptly added that these plans are far from complete. "We've been approached by nearly everyone in Hollywood," he reported, "but they've got to sharpen their pencils a lot further before they reach the point where we can buy or distribute their products at a price the stations and advertisers can afford."

Fairbanks Deal

The deal with Jerry Fairbanks Productions is the only film arrangement NBC has made so far, he said. He reported that toward the end of the 26-program *Public Prosecutor* series just completed, they were turning out these 20-minute programs at the rate of one in two and a half days, which he described as "unbelievably fast" by Hollywood standards. In the kinescopic field—programs filmed off a monitor tube as they are being broadcast live—lack of equipment and personnel hold NBC production to one hour a day, he stated. He explained that two special cameras ("costing $9,000 apiece and no one has them in mass production to bring that figure down") are needed to record each program. Asked about the cost of making kinescopic recordings, Mr. Strotz said that NBC will sell one of a half-hour program for $180 for the negative plus $60 a print.

NBC is planning immediate expansion of its newsreels, he said, from the present four, including the weekly summary, to possibly six plus the summary. As NBC video stations go up in Cleveland, Chicago, and Hollywood, the network will maintain its own newsreel crews in those cities to shoot newsworthy events for telecasting on stations across the country.

Mr. Strotz said that these stations will be ready to begin program service by mid-October, well in advance of the original schedule. Asked about the sale of KOA, he said that talks had been held but without results to date. To further questioning on the possibility of NBC trying to break the FCC limit of five TV stations to a single owner, he pointed out that it costs today about $300,000 a year just to operate a single station and that annual maintenance bills of $1,500,000 seemed enough for one company, even for NBC.

N. Y. Studios

In New York the present two Radio City TV studios will soon be augmented by the three sound stages NBC has leased from RKO-Pathe, he said, reporting that the large studio should be ready for video use early in July, and the smaller studios ready in November and December, respectively.

Regarding talent contracts, Mr. Strotz said that he had talked with George Heller, national executive secretary of AFRA and head of a committee representing Screen Actors Guild, Equity, and other AFL talent unions, but no contract had been completed yet. He expressed the hope that television can work out a contract as good as that of the Screen Actors Guild with the motion picture producers, which he termed "the fairest deal I know of."

Questioned about theatre pick-ups of broadcast video shows, Mr. Strotz said that NBC attorneys believe the broadcaster has rights which would be violated if their programs were used by a theatre without permission. He said that no one has approached NBC regarding such permission, and when one reporter said that a movie exhibitor was planning to reproduce parts of the convention telecasts for its audiences he replied that although NBC has no desire to go to court, it certainly will do so if necessary to protect its rights.

MILWAUKEE County Radio Council voted "Mr. Jaycee" program on WTMJ Milwaukee most outstanding program produced by local station in Milwaukee during 1947 to May 1, 1948.

Mr. STROTZ

Hooper Reports Covering All of U. S. Are Mailed

COMPLETE U. S. Hooperating reports, newly-expanded service of C. E. Hooper Inc., were mailed to subscribers June 7. A letter of transmittal from C. E. Hooper, president, stated that the following four developments would result from the reports:

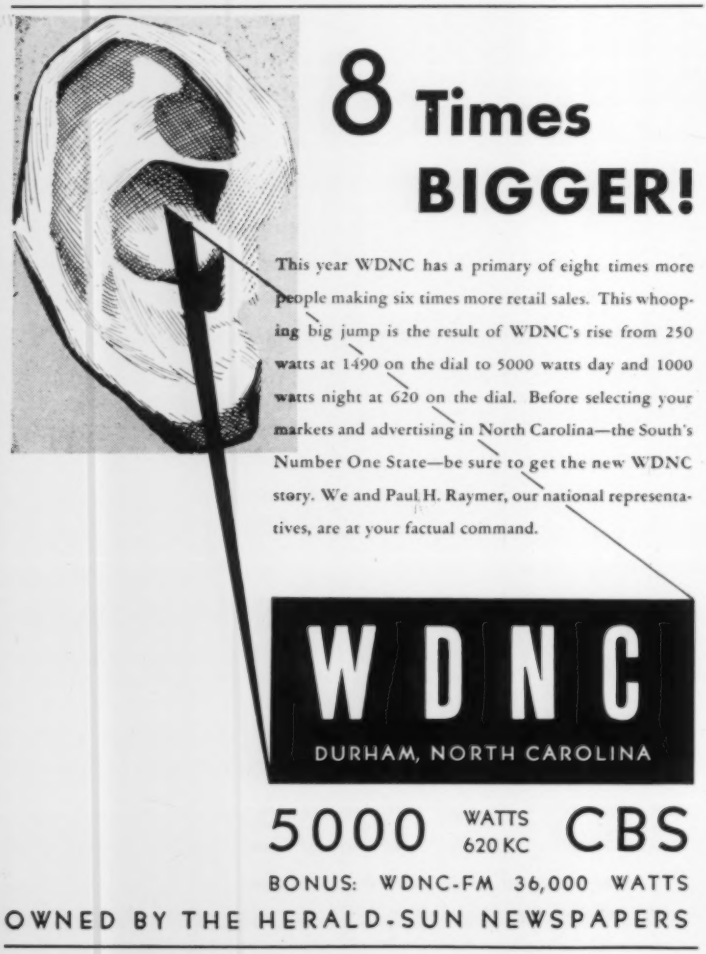
"1. Adjustment in the number of stations purchased per network to cover the national market.

"2. Scrutiny by the sponsor of his own product-use-market-data analyzed by population groups compared with city, town and rural audience data to the end that a closer parallel be effected between the market for the product and the appeal and coverage of the program.

"3. Revision in certain network schedules to the end that programs, with comparable audience distribution between city, town and rural become available to listeners in sequence along lines of mood programming developments of recent years.

"4. A new network program policy involving the dovetailing of a program with demonstrated city appeal on one network with a program of demonstrated rural appeal concurrently broadcast on another with resultant increases in overall listening audiences and expansion (other things being equal) in the present concepts of the volume of sponsored network programming which can be carried economically."

BUSINESS and Professional Women's Club of Pottsville, Pa., recently held a forum discussion with representatives of the city's two radio stations (WPAM and WPPA) competing with officials from city's two newspapers ("Republican" and "Journal").


8 Times
BIGGER!
This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Raymer, our national representatives, are at your factual command.
WDNC
DURHAM, NORTH CAROLINA
5000 WATTS 620 KC CBS
BONUS: WDNC-FM 36,000 WATTS
OWNED BY THE HERALD-SUN NEWSPAPERS

WINCHELL ON WAGES

Commentator Sees Trend, Gets Himself $130,000 Boost

WALTER WINCHELL, who can spot a trend at a range beyond that of normal human eyesight, last week noticed a third postwar round of wage rises was going on. Not to be outdone by fellow laborers, Mr. Winchell arranged a salary boost for himself, $130,000 a year.

To reach what must be regarded as definitely a living wage, Mr. Winchell parted company with Andrew Jergens Co., his sponsor for 16 years. Jergens would not go higher than the niggardly $390,000 a year it had been paying him. He accepted an offer from ABC, the network over which he has been broadcasting, for $520,000.

The commentator was reported to have been offered $520,000 by CBS to leave ABC and appear on Columbia Sundays at 9 p.m., the period in which he now broadcasts on ABC. When ABC matched the CBS offer, Mr. Winchell elected to stay where he was.

The decision to leave Jergens was probably influenced by differences with the company over the middle commercial, on which the firm insisted, and other matters.

The ABC contract is effective Jan. 1, 1949, and extends for one year with an option for renewal. The network will endeavor to sell the Winchell program as a package. Mr. Winchell will continue to broadcast for Jergens until Jan. 1.

Stanford U.-NBC Summer Institute Opens June 17

STANFORD U.-NBC 1948 Summer Radio Institute opens June 17. Allen Miller, director, announced Thursday that 14 courses in commercial and educational radio will be taught by members of the KNBC San Francisco staff and Stanford faculty.

The institute, to run until Aug. 28, will place special emphasis on professional training for workers in the radio industry.

KNBC personnel scheduled to conduct some of the courses include General Manager John W. Elwood; Hal Wolf, chief announcer; John Grover, staff announcer; Tony Freeman, musical director; Budd Heyde, music specialist; Dick Bertrandias, writer-producer; Malcolm Meacham, free lance writer; John Thompson, manager of news and public affairs; Alfred Crapsey, sales manager.

Ohio Research Panel

A NEW consumer research panel devised by two Ohio State U. staff members, Dr. Kenneth Dameron and Dr. Sam Arnold, has been organized in Columbus, Ohio. During experimental research, several groups were used in surveys involving public opinion, brand preferences, attitudes toward radio programs and commercials, retailing and similar problems. It also is possible to set up the panel on a state-wide basis.

Stassen Sees TV's Role In Upcoming Elections

BELIEF that television will play a major role in the current Presidential campaigns was expressed by Harold Stassen, GOP hopeful, after he inaugurated the CBS video series, *Presidential Timber*, on May 27. The program originated at WCBS-TV New York, and was also carried by WMAR-TV Baltimore, and WMAL-TV Washington.

Mr. Stassen told reporters after the program, which ran 9-9:30 p.m., that he had been rehearsing for it since early morning. "I believe that in the future all public figures will have to use television just as they have had to use radio," he declared. "My information is that the television audience is increasing rapidly. I believe that television will have an important effect on the 1948 campaign and election."

AFM HOLDING ANNUAL CONVENTION JUNE 7-11

AN ESTIMATED 2000 delegates to the 51st annual convention of the American Federation of Musicians are expected to attend sessions in the Asbury Park, N. J. convention hall starting today, June 7, and continuing through Friday, June 11.

James C. Petrillo, AFM president, will open the convention with his annual address, starting at 2 p.m. today. Tuesday's sessions will feature committee work.

An address by Sen. Wayne Morse (R-Ore.) and a report by Milton Diamond, AFM general counsel, will highlight Wednesday's sessions. Thursday's proceedings will be devoted to nomination of new AFM officers, to be voted on Friday.

Wayne Coy, chairman of the FCC, was to have addressed the convention on Friday morning. Late last week, however, Mr. Coy told the AFM he would be unable to attend, and sent his regrets to the federation.

RCA Exhibit

RCA's one-year-old Exhibition Hall in New York, the firm's permanent display of the field of electronics, is said to have been viewed by more than 1,100,000 people since it opened May 15, 1947. Major event during the year was the televising of the World Series last fall, when demands to view the games were so great the hall closed its doors to the public for the first time.

BACE . . .
SETS THE PACE

TV STATION MONITOR

● The "ACE" of Monitors is the Bace Television Remote-unit. For the simplest of all monitoring systems you can depend on this new BACE monitor. Individual units may be placed in executive offices, client's viewing room, transmitter room, or the most suitable observation point, for the convenience of the viewer and may be adjusted with ease from the master control unit. The special 15" flat faced tube, which gives 136 sq. in. of brilliant pictures, is guaranteed not to develop ion burn spots, permits larger, clearer pictures, and is manufactured under special process with super sensitized screens. These tubes provide easy observation of the slightest imperfection in programming or transmission and pictures are uniformly sharp and clear even in normally lighted rooms.

● Bace Multi-units are the right answer to the question, "How will I solve my stations' monitoring problems at various locations. Bace Multi-unit can now be supplied with the metal cabinet, depth 25"; width 20"; height 25", or for relay rack mounting, depth 23", width 19"; height 24½" to fit all standard type racks

Dealer franchises are still available to reputable, established concerns RESPOND immediately!

Bace TELEVISION CORPORATION
GREEN & LEUNING STS. SOUTH HACKENSACK, NEW JERSEY HA 3-4881

Miniaturization

"MINIATURIZATION" is the word for the Signal Corps program which is streamlining its equipment to the point where, for example, a sending and receiving radio set is the size of a package of cigarettes. Signal Corps has also developed midget storage batteries weighing only five and a half ounces, but able to produce enough electrical energy, when used four to pack, to operate a transmitter up to 100,000 feet above the earth's surface. Many other units of electronics equipment have been similarly miniaturized, and at the same time made more durable. And "the floor of miniaturization" has not yet been reached, says Col. E. R. Petzing, chief of the Engineering and Technical Division of the Signal Corps.

MBS 'Zoom' Lens

STATIONS affiliated with MBS will be be able to obtain the new "zoom" lens through the network as result of its joint development by engineers of the Don Lee Broadcasting System and Joseph B. Walker, Hollywood motion picture cameraman. Lens is currently being used by W6XAO in presentation of MBS *Heart's Desire* program making possible "a reasonably long shot and a close-up."

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630 KC • 5000 WATTS • FULL TIME

DUPLICATION

Separate AM, FM Shows Opposed by Howe

By JAMES L. HOWE

President and General Manager, Chanticleer Broadcasting Co.
New Brunswick, N. J.

SINCE Dec. 5, 1946, we have been operating a 250-w independent . . . station. We have tried very hard . . . to develop a station that would operate in the true meaning of "public interest, convenience and necessity." We are now in the process of building an FM station and the question that perplexes us is: "Shall we duplicate our present AM programs or shall we develop an entire new programming structure for FM?" Let's look at the situation.

We are now broadcasting five 15-minute news broadcasts a day: 7:45 a.m., 12 noon, 2:45 p.m., 6 p.m. and 10 p.m. Each of these newscasts contains from eight to ten minutes of local news, gathered, compiled and edited by a three-man local news department. QUESTION: What shall we do to give different and more exclusive service on FM—change our broadcast time, write different news, use new announcers, or what?

At the present time we have an "in-school listening" program five days a week at 1:45 p.m. in which 104 schools participate. QUESTION: If we are to program differently on FM, shall we change the time of the program which is based on the school's own request, the contents of which are based on the needs of the schools, or offer an additional program which the schools are not prepared to absorb?

At 8:30 each Monday evening we have a senior forum on our AM station in which the businessmen of the town discuss affairs of importance to them. QUESTION: Would we be doing anything additional for our community if on FM we put another and different forum, and divided the audience of our present forum which we feel reflects the attitude of the citizens of the community?

Junior Forum Broadcast

On Tuesday evening at 7:30 we broadcast on our AM station a junior forum conducted by and for the high school students in our community. Who would compose the show of another and different junior forum—the same schools?

On Wednesday evenings at 7:30 the Parent-Teacher Assn. of the county holds a round-table discussion. What shall we do with this program under the principle of separate programming?

On Thursday evenings at 7:30 we have the *Rutgers Forum of the Air* which is composed of leading figures from the State of New Jersey. Shall we request Rutgers to get some more leading figures for a different forum for our FM station?

Our station policy at present is not to use boogie-woogie or jazz on the air. Will we be providing an additional worthwhile service if we program boogie-woogie and jazz on FM? Will the added fidelity of 15,000 cycles add to the pleasure of Benny Goodman's clarinet? . . .

We have the Catholics, Jews and Protestants on the air week in and week out. Will they have to change their sermons to meet the requirements of separate programming on FM?

According to the latest Conlan report we received three weeks ago there are 16 radio stations listened to in this community. Is there going to be a distinct radio advantage served by having a 17th set of programs on the air?

Seriously, gentlemen of the radio industry, if a station is serving its community well with its AM station, giving all groups within its coverage area equal and fair opportunities to be heard, and serving its listeners with the type of programming that they have expressed their desire to hear, how can we program differently for our FM affiliation?

Won't we be doing a community an injustice? We will be dividing our listeners, taking away from the present audience of our public service programs, our junior forum, our senior forum, our school broadcasts and our religious sermons. We will be dividing our strength rather than consolidating it to give the community the best it deserves, and the best we are capable of giving.

Is it not to the best interest of my community for me to strengthen my present programming strength by making it available without fading and without distortion to my listeners on FM?

Philco and WGPA Agree On Share of Facilities

PHILCO Television Broadcasting Corp., licensee of WPTZ Philadelphia, has contracted with WGPA Bethlehem, Pa., for use of certain of the latter's facilities for Philco's proposed Allentown - Bethlehem - Easton video station.

In announcing agreement, E. B. Loveman, vice president of the Philco organization, cited the many advantages to Philco and WGPA in serving the Lehigh Valley. "Proposed television tower," he stated, "would be mounted on the WGPA-FM tower located on Applebutter Road, thus putting our antenna 1,062 feet above sea level."

In addition, Philco will lease office space in the WGPA building and has arranged for joint use of WGPA's studios. Philco plans to build its own transmitter building adjacent to the WGPA tower site.

Upcoming

June 13-16: National Industrial Advertisers Assn., annual convention, Lord Baltimore Hotel, Baltimore.

June 13-16: Advertising Federation of America, annual convention, Hotel Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, annual convention, Sacramento, Calif.

June 14-15: American Marketing Assn. spring conference, Hotel Statler, Washington.

June 14-17: Radio Manufacturers' Assn. annual convention, Stevens Hotel, Chicago.

June 16-18: National Federation of Sales Executives, annual convention, Waldorf-Astoria Hotel, New York.

June 18-19: Florida Assn. of Broadcasters, annual convention, Colonial Orange Court Hotel, Orlando, Fla.

June 21-23: Republican National Convention, Philadelphia.

June 21-25: American Institute of Electrical Engineers, summer general meeting, Mexico City, Mex.

June 22-23: National Retail Dry Goods Assn., promotion and display clinic, Hotel Pennsylvania, New York.

June 23-26: Newspaper Advertising Executives Assn., summer conference, Chateau Frontenac, Quebec, Canada.

June 25-26: Kentucky Broadcasters Assn., spring meeting, Seelbach Hotel, Louisville, Ky.

June 30-July 9: Inter-American Assn. of Broadcasters Congress, Buenos Aires.

Radio and TV Schools

FIRST MEETING of newly formed Nat. Assn. of Independent Broadcasting and Television Schools was held May 29-31 in Washington. Aim is to promote highest educational standards in private radio and TV schools, advance interests of its members, promote mutual exchange of information and establish and maintain friendly relations with agencies governing private schools and their students. Another meeting is planned, probably in Chicago, for early September.

WSLI JACKSON MISSISSIPPI

oh, "Sweet Sixteen"!

At the close of February, the Jackson District reached 274% of the 1937-40 business average. This was 16 *percentage* points over February '47!* And the Jackson District is only a part of WSLI's primary coverage—part of the good business Mississippi's most powerful and only 5000 watt day and night station reaches — that brings *selling* results!

* Miss. Business Review.

American Broadcasting Co.

WEED & COMPANY NATIONAL REPRESENTATIVES

Things are Happening around KANS!

BOEING REOCCUPIES PLANT

DEFENSE WORK IS SPURRED BY WICHITA MOVE

Program Here Calls for Modernization of B-29 Bombers

By AL BENTZ

Boeing Airplane Company, which during the war employed 26,000 persons in Wichita, announced Friday that it is reoccupying part of the huge facilities at the No. 2 plant here.

J. E. Schaefer, vice-president and general manager of the Wichita Division, made the following statement:

"At the moment, no details or information can be revealed in connection with the work to be done other than it calls for the modernization of B-29's.

"The duration of the activity has not been determined," he added. "We simply haven't enough information at the moment to evaluate accurately the full impact of the project."

Schaefer said the number of additional employes to be required is also as yet indeterminate, since the extent of the work to be done is unknown. At present, the project is still in the engineering stage and no factory workers are needed.

The importance of the Boeing announcement cannot be minimized in light of the fact that the B-29 is the only known bomber which ever carried the atom bomb and the only bomber ever to carry the huge 42-ton "earthquake" bomb.

There are approximately 5,000 B-29's scattered in various parts of the nation. They are, for the most part, on an inactive basis. Many of them have been "corroded"—vital parts wrapped with protective covering.

Schaefer emphasized that at present, the project is in the engineering stage and that no factory workers are needed. He said qualified engineers are needed, however.

MORE POWER! BIGGER MARKETS! BIGGER INCOMES!

A lusty, growing market . . . a "FIRST MARKET" which is a bigger and better buy than ever before. KANS is going to more power soon — 5,000 watts . . . "Boeing Reoccupies Plant" . . . Wichitas' population is expanding. These are sign posts that all who run (to good markets) may read.

The expansion program entered upon by our government in the interest of peace has already been felt here. This is just one of the many things which make Wichita your NO. 1 MARKET in Kansas — KANS your NBC station in Wichita.

★

WICHITA, KANSAS

KANS

Affiliated — NATIONAL BROADCASTING CO. — 1240 K.C.

Represented by

TAYLOR-HOWE-SNOWDEN *Radio Sales,* **INC.**

for fifteen consecutive years

BC REMEDY CO.

has been advertising on station*

WMC MEMPHIS

AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, The Branham Company. Owned and operated by the Commercial Appeal.

** A "spot" advertiser with 4,680 quarter hour programs during this period.*

KNET Palestine Bought By Tarter and Buenning

KNET Palestine, Tex., 250-w Mutual outlet on 1450 kc, has been sold for $32,500 to George L. Tarter and Paul H. Buenning, commercial manager and program manager respectively of KOCY Oklahoma City.

Deal is subject to FCC approval and application for consent is to be filed shortly.

Station is sold by Palestine Broadcasting Corp., licensee, through Gordon B. McLendon, president. Mr. McLendon owns and operates KLIF Dallas. Messrs. Tarter and Buenning, who have a combined radio experience of more than 20 years and who have been with KOCY several years, plan to move to Palestine and assume active direction of KNET when Commission approval of the transfer of ownership is granted.

Transaction was handled by Dallas office of Blackburn-Hamilton Co.

CBS Documentary Chief Is Given New Position

ROBERT P. HELLER, chief of the CBS Documentary Unit, has been appointed executive producer in New York for the network, replacing Harry Ackerman, who has gone to Hollywood as director of CBS programs originating there.

Mr. Heller has headed CBS documentary production since the present unit was set up in September 1946. He joined the network in 1940, working with Norman Corwin in the *This Is War* series. His successor as documentary chief will be announced soon, CBS said.

BRITISH RECORDINGS

Low Surface Noise Offered With Wide Range

CIRCUMVENTION of the record ban was offered in New York Thursday by the London Gramophone Corp., which announced a transcription service for AM and FM stations, industrial plants and wired music operations.

The service, to be in operation about July 1, will offer a 200-record library of 10 inch recordings, ranging from 39 to 14,000 cycles. Described as outstanding in the range aspect, the records are produced by the corporation in London, and about 20 additional records will be supplied to stations and plants monthly. Cost for AM and FM stations will average $40 a month, with a minimum two year contract, and from $25 to $35 monthly for plants, on a minimum one-year contract basis.

Shellac content is 22%, said to be the highest for recordings, and described as offering a minimum of surface sound.

WKTY La Crosse on Air; Rosene General Manager

WKTY La Crosse, Wis., began operations May 27, operating with 1 kw fulltime on 580 kc. Station is owned by the La Crosse Broadcasting Co., and is an MBS affiliate.

Personnel includes Marvin L. Rosene, general manager; Ralph D. Willey, program director, and J. Harold White, chief engineer. WTKY will feature news, sports and musical entertainment of interest to the rural as well as the metropolitan audience, according to Mr. Rosene.

Station is represented nationally by John Blair & Co.

600-mc Television Shown by W6XJD

Good Results Reported in Pauley Station Experiment on Coast

GOOD RESULTS were reported last week from a demonstration of 600-mc television by oilman Edwin W. Pauley's new experimental station, W6XJD San Francisco. Demonstration was conducted as a sidelight during FCC's San Francisco commercial video hearings.

The station, licensed to Television California, one of the San Francisco commercial television applicants, presented the demonstration on the Skylight Roof of the Sir Francis Drake Hotel before a large group including Hart Cowperthwait, acting chief of the FCC Engineering Dept.'s Television Division; Jack P. Blume, Commission examiner for the San Francisco hearings, and Joe Brenner, FCC West Coast attorney and Commission counsel in the hearings.

It was described as the first showing of television in San Francisco.

The station was authorized in May for experimental operations between 580-630 mc, in the lower end of the "upstairs" band which is foreseen as a part of commercial television's ultimate home. It began test operations May 21. The demonstration operation was on 600 mc with effective radiated power of about 700 w in the maximum direction (a directional antenna is used).

George P. Adair, Washington radio engineering consultant and director of research for the Pauley test station, said the transmitter in the demonstration was located about two blocks from the receiver. But he noted that the demonstration's purpose was not to produce propagation data, though that is the aim of the overall tests. Mr. Adair is a former chief engineer of FCC.

Propagation information secured during the tests will be presented at FCC's hearing, scheduled Sept. 20, on the feasibility of opening up the 475-890 mc band for early commercial television use [BROADCASTING, May 10].

BIG THREE in RICHMOND, VIRGINIA

WMBG
AM STATION

W CAPITAL OLD DOMINION
FM STATION

W TELE VISION RICHMOND

Virginia's ONLY Television Station

NOW OPERATING 27 HOURS A WEEK

Since April 22, 1948

WMBG The Station of Progress 5000 WATTS

NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

Memo to: *Linnea Nelson*, J. Walter Thompson

SUNDAY MORNING SETS-IN-USE IN CINCINNATI IS AS HIGH AS WEEKDAYS—AND—WCKY LEADS ALL CINCINNATI STATIONS IN SUNDAY MORNING AUDIENCE.*

(* Pulse Report, Jan.-Feb. 1948.)

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

AM · FM · TV
RAYTHEON SPEECH EQUIPMENT

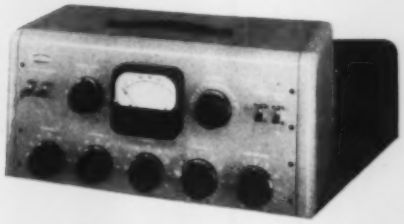
For the last word in complete, up-to-the-minute facilities . . . or simple, low-cost equipment to suit your limited requirements . . .

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE

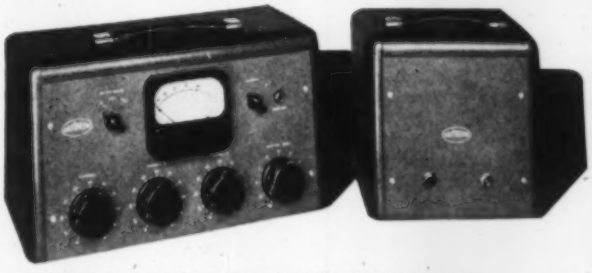
NOW WITH CUE POTS FOR TWO TURNTABLES

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.



RPC-40 PORTABLE CONSOLETTE

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

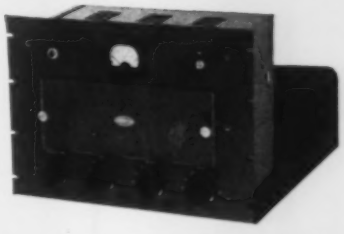


RR-30 REMOTE AMPLIFIER 3 CHANNEL

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

RR-10 REMOTE AMPLIFIER SINGLE CHANNEL

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pick-ups requiring only one high-fidelity channel.



RL-10 VOLUME LIMITER

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

RP-10 PROGRAM AMPLIFIER

High gain, low distortion, excellent frequency characteristics. For rack or cabinet mounting.

RAYTHEON MANUFACTURING COMPANY

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON	**CHICAGO**	**LOS ANGELES**	**SEATTLE**
CHATTANOOGA	**DALLAS**	**NEW YORK**	**WASHINGTON**

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES

Raytheon Manufacturing Company, 50 Broadway, New York 4, N. Y., WH. 3-4980

COMING SOON!

FYI

Will have a Top Woman's Feature

FYI

Will have a Famous Newspaper Editor

FYI

Will have a Pulitzer Prize Winning Reporter

FYI

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE. 4312

11th Hour Threat

(Continued from page 21)

ministering the "Voice of America." An additional $4,400,000 has been approved for relay bases.

Most of the major radio legislation under consideration at this session originated in the Senate Interstate Commerce Committee.

Number one was the White Bill. When Sen. White became ill early this session, he had to give up the vigorous efforts he had been making to get the bill enacted. No other committee member seemed inclined to take up active sponsorship of the bill and it now appears headed for the legislative graveyard—at least for this Congress.

In addition to the Johnson Bill, hearings were held on bills to regulate the advertising of liquor [BROADCASTING, April 26], but they were later tabled by a 6-5 committee vote [BROADCASTING, May 24].

Brief hearings were held on measures providing for uniform time [BROADCASTING, April 26] but they are now gathering dust in committee files and no one seems to be pressing for their enactment.

On the House side, H. J. Res. 78 by Rep. William Lemke (R-N. D.) was carried over from the previous session and given another round of hearings [BROADCASTING, Feb. 9 and April 5].

The Lemke Resolution sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency services by FCC [BROADCASTING, May 10].

Prohibition of network ownership of stations is provided in HR-6373 introduced by Rep. Harry R. Sheppard (D-Calif.) [BROADCASTING, May 3].

Manufacturers of equipment used in station construction or operation would also be prohibited from station ownership under terms of the bill, and stations would be forbidden to devote any two consecutive hours to network programs.

The bill has not been taken up by the House Commerce Committee and is given virtually no chance for consideration this year.

Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee which conducted an investigation of AFM and its president, James C. Petrillo, suggested a plan embodying a "token revenue" paid by stations and juke box owners to provide a musicians' welfare fund [BROADCASTING, Jan. 12].

Kearns' Idea

Rep. Kearns planned to authorize the payments by introducing a bill which would change the copyright laws so as to allow musicians to collect royalties when their records are played commercially.

Since announcing his plan, the Congressman has held several conferences with officials of the record industry but has not introduced his bill as yet. Even if he should put it into the hopper in the few remaining weeks, it is doubtful that it would be considered since it will come under the House Judiciary Committee which already has an overflowing calendar.

A bill to award medals to 16 radio and press war correspondents and a resolution to publicly acknowledge U. S. gratitude for the loyal services of radio and news services during the war were introduced jointly in both houses [BROADCASTING, April 19].

The bills have been dormant in committee ever since but may be called up before adjournment since they would not require lengthy hearing.

Several probes were threatened and one was partially carried out but failed to produce any tangible results. The one which was aired was ordered suddenly and unexpectedly at the conclusion of the Johnson Bill hearings by Acting Chairman Charles W. Tobey (R-N. H.) [BROADCASTING, April 26].

Armstrong's Charges

Charges previously voiced by Prof. Edwin H. Armstrong, FM inventor, that RCA and FCC had "retarded" FM were repeated by Sen. Tobey throughout the hearings. But he did not appear to have the support of his colleagues and the investigation, which started out to be a full-scale affair, simmered down to a few sessions and was adjourned to "an indefinite date" by Sen. Tobey [BROADCASTING, May 24].

Several months earlier [BROADCASTING, Dec. 8, 1947], Sen. Homer Capehart (R-Ind.) threatened an inquiry of FCC policies and Comr. Clifford J. Durr, in particular, but the threat never materialized.

Rep. William J. Miller (R-Conn.) also has proposed [BROADCASTING, April 5] that Radio Commentator Walter Winchell be brought before a Congressional committee to explain the sources of his statements, but the resolution (H. Res. 514) has failed to obtain clearance from the House Rules Committee.

Hebert 'Expose'

Most recent action came from Rep. F. Edward Hebert (D-La.) who promised an "expose" of FCC and its reason for granting five permits to Edward Lamb, Toledo attorney [BROADCASTING, May 10].

Rep. Hebert said the files of the Un-American Activities Committee, of which he is a member, show Mr. Lamb to have "one of the most expansive records of association with the Communist Party in America." He described the attorney as "saturated and drenched in

Here's The Picture In ROCHESTER

The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	38.2	24.6	9.5	10.4	11.5	4.1
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.3	24.9	9.9	13.4	10.3	3.7
EVENING 6:00-10:00 P.M. Sunday through Sat	34.5	34.7	7.2	10.0	12.1	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — MAR.-APR., 1948

Authority—C. E. HOOPER, INC.

"Station Listening Index"

WHEC — ROCHESTER, N.Y.

CBS

5,000 WATTS

National Representatives J. P. McKinney & Son

New York, Chicago San Francisco

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Communist writings, associations and affiliations."

FCC Chairman Wayne Coy stated, however, that an investigation found no information to support a charge that Mr. Lamb was a Communist. And Mr. Lamb, in a sharp letter to Rep. Hebert, denied the charges [BROADCASTING, May 24].

Rep. Hebert returned last week from a visit to his district and promised further action.

WGRC Is Proposed Grant for 790 KC

Commission Approves Changes To Protect WMC

A GRANT of WGRC Louisville's application to move from 1400 to 790 kc and increase power from 250 w to 5 kw day and 1 kw night was proposed by FCC in a decision handed down last week.

WMC Memphis, operating on 790 kc with 5 kw, had claimed it would receive interference from WGRC's original proposal, but the Louisville station subsequently amended its plans to provide protection to WMC at night. With the amendment, FCC said no objectionable interference would be involved.

The Commission said the change of facilities would enable WGRC to increase its daytime service (within the 0.5 millivolt per meter contour) from an area of 1,320 square miles, in which 464,079 persons reside, to 22,801 square miles having a population of 1,465,033. At night the gain within the interference-free contour would be from 29 square miles with 233,905 persons to more than 259 square miles with 356,507.

Grants in 1470-kc Case To KRBC KPLC Now Final

FCC last week made final its tentative decision to grant the 1470-kc fulltime regional applications of KRBC Abilene, Tex. and KPLC Lake Charles, La., and to deny that of KRIC Beaumont, Tex. [BROADCASTING, Feb. 2].

KRBC was authorized to move from 1450 kc with 250 w to 1470 kc with 5 kw day and 1 kw directionalized at night. KPLC was granted the use of identical facilities in lieu of its present operation on 1490 kc with 250 w. KRIC was seeking 1470 kc with 5 kw fulltime as a replacement for its present 1450 kc with 250 w.

As in the proposed decision, the grants were made on the basis of the equitable-distribution provisions of the Communications Act. FCC found that KRBC and KPLC could operate simultaneously on 1470 kc without mutual interference, and ruled that the need for additional service in those areas outweighs the need for improved facilities for KRIC.

'Voice'

(Continued from page 22)

the Senate Committee June 3 that his network was willing to withdraw from "Voice" operations and lease its three 50 kw shortwave stations to the government or a government-controlled foundation at $1 a year.

"Voice" Administrator Allen advocated a plan by which the Department would assume a sponsor relationship to radio outlets by centralizing the preparation of news and comments and drafting specifications for feature and entertainment contracts within the Department.

He proposed that, under contract, all programs produced by private agencies be recorded by the networks in advance of presentation for auditioning by the Department.

Walter S. Lemmon, World Wide Broadcasting Foundation (WRUL Boston) president, sponsored a plan June 3 before the House committee to open international broadcasting under government subsidies to all private broadcasters equipped to furnish the service. Mr. Lemmon charged that NBC and CBS were enjoying a monopoly.

In the Senate

"It is our feeling," Mr. Denny told Senate investigators, "that the present type of divided responsibility does not and cannot provide a completely satisfactory basis for operations.

"We are engaging additional personnel so as to provide for an independent review . . . of all foreign language spoken material. . . . In addition, we believe that the State Department should institute its own independent check . . . as we had understood it was doing. . . . Congress itself must step in and put an end to the divided responsibility by establishing a definitive policy."

He described two basic alternatives as re-establishment of complete private operations or complete government operation.

"Truly adequate facilities," Mr. Denny acknowledged, "might cost another 50 or even another 100 million dollars. The cost of this powerful weapon is insignificant when compared with the cost of battleships or air fleets. The task of the 'Voice of America' is to combat lies with truth in the international struggle for men's minds."

RCA Recommendations

He said that as long ago as 1943, NBC through its president, Brig. Gen. David Sarnoff, had recommended to Secretary of State Cordell Hull, and later to Secretary Marshall, unification of all international broadcasting companies in a government-controlled foundation.

NBC offered cooperation if Congress elected to maintain the present system or any similar systems in which private companies participate with the government.

CBS President Frank Stanton was in the Senate audience. He told BROADCASTING that his network would subscribe to the foundation plan outlined by Mr. Denny.

The State Department position on the Sarnoff Plan was one of qualified approval. Its officials feel that a permanent Congressional body should supervise programs. A plan, similar to General Sarnoff's, bearing State Department approval, was introduced—but not assigned—in Congress in March 1947.

Smith Stresses Purpose

Sen. Smith advised that "the primary objective of this committee will be to determine the responsibility for the broadcasts . . . to the end that the vitally important service that can be rendered by the so-called 'Voice of America' program may be strengthened and protected against future mistakes or misuse."

The co-chairman announced that the Senate investigations would be "in no sense a witch hunt."

Mr. Borgia, a freelance writer who had written the scripts, under questioning by Sen. Ferguson said "they (NBC) killed all the many beautiful scenes that I wrote."

Mr. Allen told committee members the department surrendered supervisory control over the broadcasts in order to concentrate its efforts on programs beamed to more critical areas.

Mr. Allen said appropriations were insufficient to provide for all phases of the information division's operations and admitted they might have tried to accomplish too much. The department, he advised, will completely revise its system of handling "Voice" broadcasts to "assure high quality and proper supervision."

Later Mr. Denny emphasized that Congress was dealing with

(Continued on page 70)

handy subscription form

With an extra BROADCASTING subscription you can clip when you want to, have handy another network "show-sheet," a special file of "Telestatus Reports" or a folder of BROADCASTING's market analyses—like the Dallas-Fort Worth story in this issue.

FREE with your subscription—copy of 246-page NAB Convention Issue while supply lasts

JUST TEAR OUT AND MAIL

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Sure, send BROADCASTING and the 1949 Yearbook when published. Add the free Convention Issue, too, with its heretofore unpublished figures on radio expenditures.

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

● 52 WEEKLY ISSUES AND 1949 YEARBOOK ●

Approval of 50-w Outlet In Virgin Islands Asked

APPLICATION for new standard station at Charlotte Amalie in the Virgin Islands has been filed with FCC by William N. Greer, consulting radio engineer at San Juan, P. R.

Facilities of 50 w fulltime on 1340 kc are requested. Mr. Greer seeks waiver of Commission rules to permit the below-minimum operating power and to allow use of a special antenna. The applicant pointed out that 50 w is sufficient to provide full service to the whole area and will enable the operation to be economically feasible.

Total construction cost of the outlet is estimated at $3,744.75, with greater amount of materials already on hand. Annual operating cost is placed at $17,350 and revenue $21,370.

Some 10,500 people are within the proposed 25 mv/m contour and 11,740 persons within the 0.5 mv/m area, application reported. Island's annual retail sales are $2,400,000.

NEW half-hour weekly show with talent from Metropolitan Opera Co. and St. Louis Municipal Opera started on CBS June 5. 7-7:30 p.m. "Mr. Ace and Jane," previously heard at that time, shifted on June 4 to Fri., 8-8:30 p.m., for General Foods.

"FAVORITE STORY" program, featuring Ronald Colman and heard over WJZ New York, is now available to public school system of New York, via transcription.

Stratovision

(Continued from page 21)

so informed the FCC. In a petition asking amendment of Section 3.606 of the Commission's rules and regulations, it said further propagation tests of Stratovision "may indicate that satisfactory television service can be rendered over an area of approximately 200 miles radius."

As a result, Westinghouse Radio Stations Inc., broadcasting subsidiary, asks that TV Channel 8 (180-186 mc) be permanently allocated to Pittsburgh, as now proposed; that Channel 8 be deleted for community station use at York, Pa.; that Channel 8 shall not be allocated to any city within a radius of 200 miles of Pittsburgh.

If this allocation is granted, the company proposes to apply for a Stratovision license, experimental and commercial, on Channel 8 over an area of 200 miles radius from Pittsburgh. Channel 6 is getting crowded since WFIL-TV Philadelphia and WTVR Richmond went on the air, forcing Stratovision to operate when they are not broadcasting.

In addition Westinghouse plans Stratovision tests in the 500-mc band. At present it has experimental permits for 500-520 and 540-560 mc for Stratovision. RCA-NBC plan 500 mc TV tests from New York and Washington [BROADCASTING, May 31].

Obvious to observers who are watching the care and feeding of Stratovision is the fact that Westinghouse means business as it goes ahead with its tests. The board of directors gave at least a limited blessing to the project last winter though the economics are still less far advanced than the engineering.

Takeoff Delay

After months of careful construction and ingenious installation of special transmitting gear in the hold of an Army B-29 bomber, the engineers were ready early this spring to take to the skies only to discover their borrowed bomber was equipped with a temporary rudder.

Unwilling to sit on their electronic hands while a new rudder was en route, the Westinghouse men started stratovising from a runway at the Martin airplane plant at Baltimore where the grounded craft was based.

Sure enough, they had something. Signals were received at surprising distance from the airport. The eternal hope that has been spurring C. E. (Chilly) Nobles, father of Stratovision, and his cohorts rose as high as an engineer's objective soul will permit.

Then came that last day of April, when the bomber went on a cross-country run with its flaps up and its antenna down. Over the hilly tri-State area flew the sky-blazing plane with its specially tailored gear.

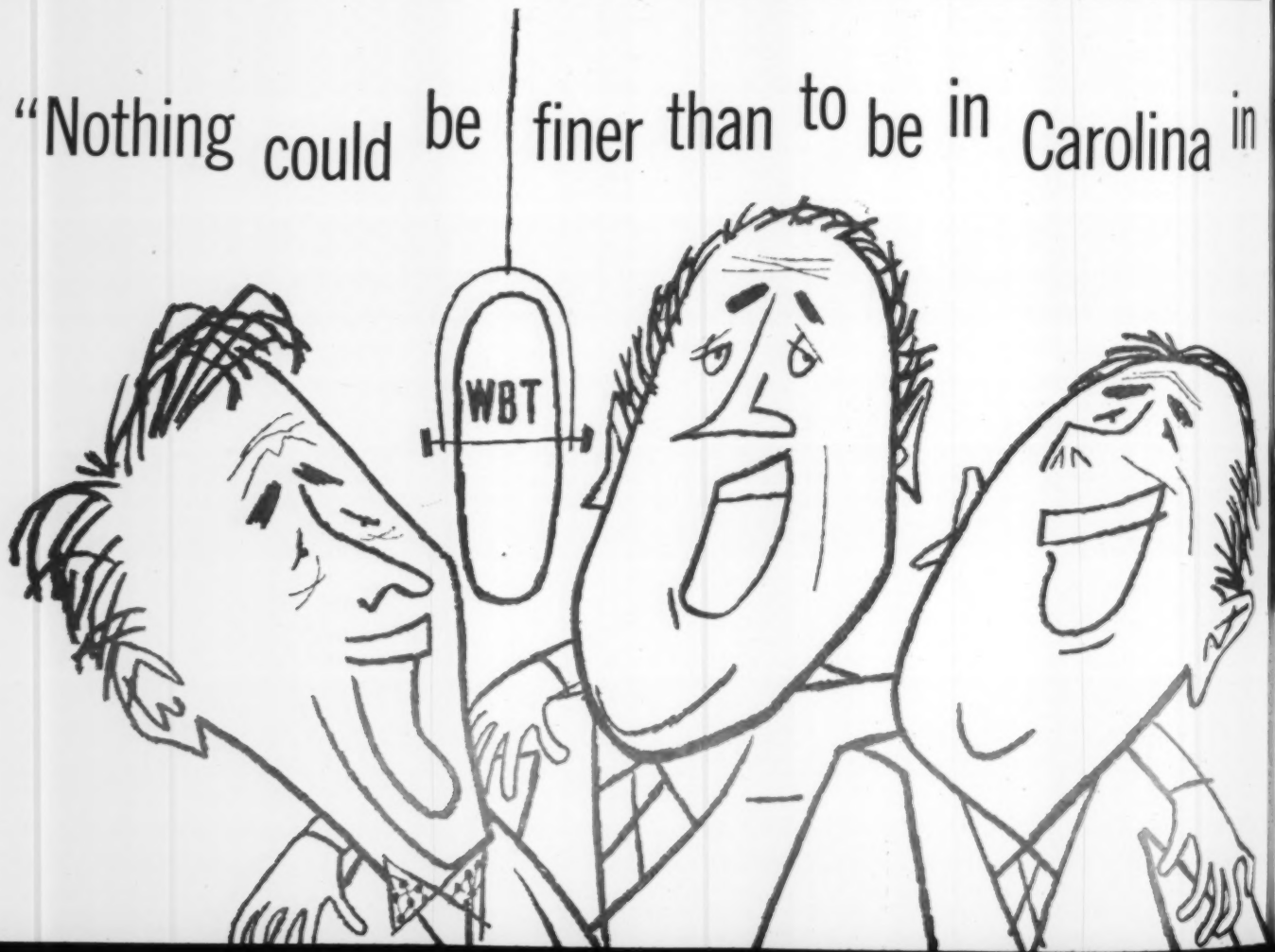
Ground signals were picked up and rebroadcast. It was just as the cautious Westinghouse officials had hoped when the sky-hook relay plan was first announced by BROADCASTING in August 1945.

Hopes were high and hearts brave at that time as Walter E. Evans, Westinghouse vice president in charge of radio, and other company executives bared their project. After all, they well knew the perils that lie between the slide rule and the loudspeaker.

Two years ago Chilly Nobles had shown that an unmodulated signal in the 100 mc band could be transmitted over a wide area from a

Fast Reporting

WHEN the story broke recently of a picket being slain at a strike-torn meat packing plant in Waterloo, Iowa, Al Triggs, KAYX general manager, was on hand to score with fast reporting. News was relayed to people of northeastern Iowa by KAYX a few minutes after it had occurred. When KAYX left the air at 7:30 p.m., an hour and a half later, WMT-Cedar Rapids picked it up with KAYX facilities.



plane flying at 10,000 feet [BROADCASTING, Feb. 24, 1946].

And here it was, 2½ years after Stratovision's official birth. All kinds of obstacles had been overcome before Stratovision could be taken up into its natural habitat for an actual workout.

Could anyone hear these first transmissions from the high-flying bomber, adapted from its wartime job of destruction for a peacetime mission on behalf of electronic progress?

Listen to these excerpts from comments volunteered by listeners:

Theodore Vechey Jr., Television Technicians Inc., Massillon, O.—On April 30 picked up signal transmitted from a B-29 and managed to get a fairly good picture you were relaying from Baltimore.

Mrs. A. H. Walker, E. Liverpool, O. —Received program between 4-4:30 p.m. with power turned up just a little; antenna was not tuned to Channel 6 nor facing that direction.

R. N. Eubank, Richmond, Va.—Saw transmissions from airborne station X10A at 10,000 feet over Western Maryland. Transmissions were very good both on sound and video.

Less than a fortnight later the plane again was airborne over the Alleghenies. And again came reports—many more of them:

Milton G. Young, Chairman, Dept. of Electrical Engineering, U. of Delaware, Newark, Del.—Listened to your Stratovision broadcast May 10. Definition and signal strength better than those received from WMAR direct; an FM tuner gave excellent reception from KDKA-FM.

Royal Radio Service, Akron, O.—Received test pattern and voice from 50 miles east of Pittsburgh; voice very clear and pattern fair.

Roger E. Hammer, Fogles Electric Store, Elkton, Va.—Picked up test pattern from airplane relaying it from West Virginia; got a good clean picture; can get Channels 4 and 7 from Washington with very little snow, but plane signal was best to date.

Charles A. Mercer, Martinsburg, W. Va.—Signals May 10 on Channel 6 were near perfect; plane about 20 miles out of Pittsburgh; quality very near the quality received in Baltimore, with exception of a few ghosts. Could not receive WMAR-TV on Channel 2 at same time.

R. E. Young, Zanesville, O.—Heard FM station relayed by plane from W10XWB on TV Channel 6, first picked up when plane was 55 miles east of Pittsburgh at 18,000 feet; audio very strong and clear, and video test pattern excellent; followed plane as far as Martinsburg, W. Va., at 20,000 feet.

Molers Radio Service, Niles, O. (letter to KDKA)—Heard KDKA-FM signal from W10XWB and later picked up test pattern from Maryland.

Richard Velz, program-production manager, WRNL Richmond, Va.—Story in BROADCASTING (May 17 issue) regarding Stratovision brought to mind something heard two weeks ago. One afternoon, while installing a TV antenna at his home, a WRNL engineer picked up a signal on No. 6, locked it, and found it was transmitting WMAR-TV . . . a signal of great quality.

Report Voluntarily

This evidence of public interest came voluntarily, no official notice having been given that Stratovision tests were under way.

Should Westinghouse announce that signals will be stratovised at specified times, it can muster hundreds of thousands of TV reports. If the tests are on Channel 6, adjacent to the FM band, large numbers of FM tuners will be able to pick up the sound transmissions.

If tests are transferred to Pittsburgh and moved into Channel 8, the TV tuners can provide reception reports. This volunteer corps of Stratovision aides will grow rapidly with TV sets going into thousands of homes weekly.

Westinghouse is applicant for a TV commercial station in Pittsburgh, one of eight applicants for the three assigned channels.

The FCC, as well as the public, is interested in Stratovision. When first tests were conducted from a low-altitude Lockheed bomber, FCC monitors followed the craft on its experimental runs. A report on these tests is in the FCC files.

Early in the spring Westinghouse officials were invited to the FCC to discuss Stratovision plans. Another meeting was scheduled last Friday.

Westinghouse is interested. The FCC is interested. Listeners, broadcasters, engineers—all are watching this Jules Verne dream as it unfolds into technical reality.

Will it ever become a commercial reality?

Your guess is as good as anyone's. In any case, Westinghouse is investing a sizeable sum in the experiments. And in the Westinghouse tradition it is moving with care and precision despite the swift advances of coaxial cable, unattended radio relay and other competing facilities.

ABC, which April 11 began providing video network program service on East Coast, has stepped this service up to 12 programs a week, all originating at WFIL-TV Philadelphia except Wednesday evening wrestling program which network receives from WMAL-TV Washington.

WARNERS BUY COAST THACKREY PROPERTIES

CONSUMMATION of the deal whereby the Warner Brothers acquired West Coast radio properties of Mrs. Dorothy Thackrey—KLAC Los Angeles, KYA San Francisco, and KLAC's video grant for Channel 13 [BROADCASTING, May 31]—was confirmed last week from a source close to the Warners. The overall purchase price was $1,045,000.

Since the film producing company already owned KFWB Los Angeles it was apparent that the Warners would have to dispose of it or KLAC; informed opinion was that the latter would be resold.

By the end of last week acknowledgment of the sale had still not come from Mrs. Thackrey, co-publisher of *The New York Post*, whose sole remaining radio property is WLIB New York.

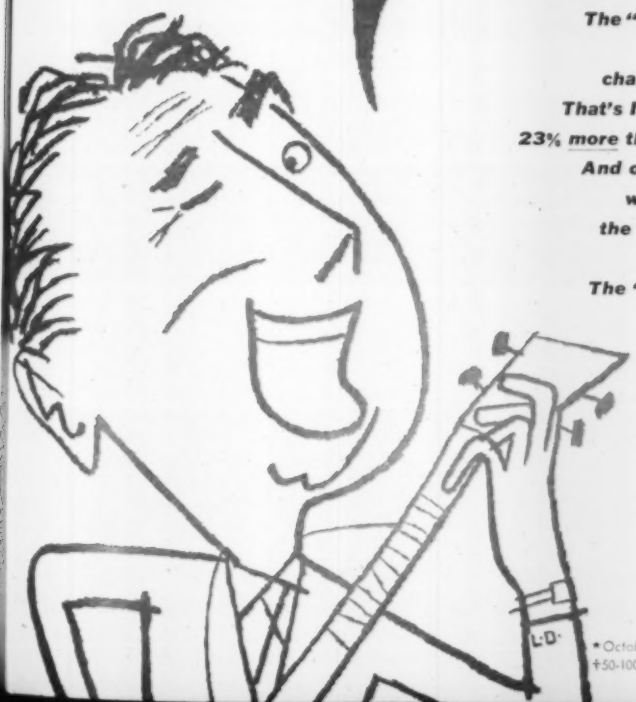
Radio Comedy Writing

RADIO COMEDY: HOW TO WRITE IT by Art Henley, Humor Business, 104 East 40th Street, New York.

IN 32 lessons, Art Henley's four volume *Radio Comedy: How to Write It* covers gag-writing, situation comedy, characterization and construction. Single volumes are priced at $2.85 and complete set costs $9.50. They are available through Humor Business, 104 East 40th Street, New York 16, N. Y.

n the morning"

...with an 11.4 rating!



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And at "Class D" rates!

*The "Arthur Smith Quartet"—aired over 50,000-watt WBT from 8:15 to 8:30 A.M. across the board—chalks up a Charlotte Hooperating of 11.4!**

That's 124% more listeners than any competing program . . . 23% more than all competing shows combined!

And outside of Charlotte—in the 94 other counties where 96% of the 3,500,000 people served by WBT live†—the "Arthur Smith Quartet" has virtually no competition from other Charlotte stations!

The "Arthur Smith Quartet" is so popular, because it's so good. Billboard Magazine just judged it the best folk-music group on any 50,000-watt station in the country!

So . . . if your sales are hitting a sour note in the Carolinas, sponsor WBT's "Arthur Smith Quartet." Nothing could be finer.

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CHARLOTTE, N. C. • 50,000 WATTS • Represented by RADIO SALES

*October 1947—February 1948

†50-100% BMB Daytime Audience Area

'Voice'

(*Continued from page 67*)

"a small fragment of the over all activity of the 'Voice' broadcasts.

"The great task NBC has undertaken and successfully carried out by its participation for many years in the 'Voice of America' project has been obscured by confining consideration to the particular program series under discussion," he complained.

Mr. Denny continued:

"A check made during the most recent week from Sunday, May 23, through Saturday, May 29, shows that 272 separate programs were broadcast. This programming activity averaged 11 hours and 45 minutes a day, or about 85 hours a week. Compared with this output, the program series in question consisted of a 15-minute broadcast once a week, or less than one-third of one percent of the present total. In all, 36 broadcasts, which were produced under a program calling for maximum economies, were put on the air. Of these 36 broadcasts, six have been found objectionable, and of these six the objectionable material is confined to a few passages."

Scripts were written in Spanish and no English translations were made at NBC since no funds were available for that purpose, Mr. Denny explained.

Attention of the committee was called to misunderstandings resulting from inaccurate translations of Spanish.

As an example Mr. Denny explained that the Library of Congress informed him that the Spanish word "inquietantos" properly translated means "awe inspiring" or "overwhelming"—not "disturbing" as translated to Congress earlier. Thus, the sentence which drew a howl of indignation from Sen. Tom Connally (D-Tex.) should have read "Texas is one of the most awe-inspiring (not disturbing) experiments of nature."

Mr. Denny pointed out that Mr. Borgia took the position that material considered objectionable to Americans was in good taste in the Spanish idiom, and that none of the material would be regarded by a Latin American audience as reflecting any disparagement on the United States.

"What has happened here," Mr. Denny asserted, "I do not believe has its roots in any disloyalty." He said the writer and supervisor had been checked for loyalty by appropriate government authorities.

NBC Testimony

Both Houses of Congress heard a number of other NBC officials and staff members. They were William Brooks, NBC vice president; David Adams, assistant general counsel; Frank W. Nesbitt, program supervisor; Raymond Green, chief, production section; Juan Jose Vasques, Spanish program director.

Mr. Lemmon felt that an erroneous impression may have been created that private broadcasting organizations are not properly equipped to render effective service in that field.

"We do not think," charged Mr. Lemmon, "that the Congress would want to have perpetuated the monopoly in this field which has been set up and which continues to this very day in spite of Section 1005 of the Smith-Mundt bill."

"I regret to say," Mr. Lemmon continued, "that this monopolistic tendency in the awarding of program contracts has persisted, and only at a very recent date has it been indicated to us that this monopoly situation is likely to be broken up."

A proposal by Mr. Allen to record feature programs in advance was endorsed by the WRUL official.

Howland H. Sargeant, deputy Assistant Secretary of State, conceded his department had failed to appoint a five-man public commission to advise it on "Voice" programs as specified by law.

Chairman Chenoweth pounced on this revelation. He told Mr. Sargeant that he was "shocked and surprised."

"This," bellowed Rep. Chenoweth, "is a glaring example of the loose and inefficient manner in which this whole program has been carried out."

Mr. Sargeant testified that fulfillment of this provision of the six-months-old law had been delayed until an Assistant Secretary of State had been appointed who could recommend commission personnel to the President. Rep. Chenoweth recalled that Mr. Allen had been in office for two months.

Target of unmerciful condemnation from NBC officials was Mr. Gandero, former supervisor of the NBC Spanish section. Responsibility for checking scripts rested with Mr. Gandero, NBC officials testified. Mr. Borgia charged that Mr. Gandero had instructed him on how the scripts should be written. Mr. Borgia placed responsibility on Mr. Gandero, who was demoted and later resigned from NBC. Mr. Borgia was fired, NBC said.

Cable From Gandero

From Havana, Cuba, where he is now visiting, Mr. Gandero cabled Sen. Arthur H. Vandenberg (R-Mich.): "The charges against me in connection with the Voice of America programs are unjust. I am at your disposal to testify."

Mr. Borgia said he had drawn heavily on material from WPA guidebooks and from John Gunther's current best seller *Inside USA*, in preparing the scripts.

He placed the blame on Mr. Gandero, whom he described as "a man of no intelligence."

Asked why he wrote in the prescribed manner after his protests to Mr. Gandero purportedly were disregarded, Mr. Borgia explained that "I have three children to feed —otherwise I would have thrown it (the script) in his face."

The belabored witness found solace in not having written any scripts to arouse the provincial patriotism of the United States

(*Continued on page 72*)

Emergency Radio System Needed for Defense Plan

REP. J. PERCY PRIEST (D-Tenn.), speaking before the House of Representatives June 2, pointed out the need for a plan to utilize radio as an instrument of offense or defense in a national emergency. He stated that if Washington were bombed the country would be at least partially cut off from the government. "It is therefore highly important," he said, "to give some attention to the development of an emergency system for broadcasting to all parts of the country."

He also made reference to a book, *Star-Spangled Radio*, writtten by Edward M. Kirby and Jack W. Harris, both active in radio during the war. In the last chapter of the book certain recommendations are made for this emergency radio service and Rep. Priest included these in his remarks.

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RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

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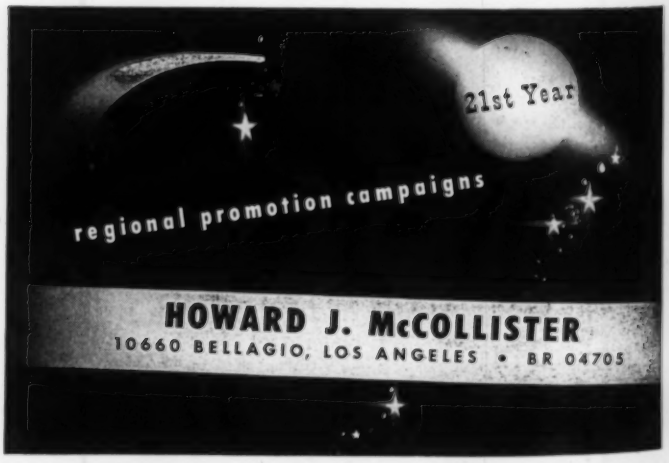

GOP Coverage

(Continued from page 25)

video programming, NBC this week will present two of its regular television news programs from Philadelphia—Richard Harkness *Story of the Week* on Wednesday evening and the *NBC Television Newsroom* on Thursday night. Paul Alley, former NBC video film editor who now has charge of the preparation of the newsreel and other programs at Jerry Fairbanks Productions, is producing two special film programs for use by NBC in advance of the convention probably during the preceding weekend. They are: *"Philadelphia, Convention City,"* depicting the role of the City of Brotherly Love in political history and its plans for accommodating delegates and visitors at this year's conventions and an educational historic film, as yet untitled, covering the highlights of conventions of the past as part of an explanation of what a political convention is and how it functions.

With its own radio relay hookup now functioning between New York and Washington, the Philco relay between Philadelphia and New York, and a special NBC installation of relay equipment on Western Union towers between Philadelphia and Washington, NBC feels well-equipped to handle whatever outside convention pickups it wants and has applied for only a few periods on the coaxial circuit allotted for such programs.

* * *

WPIX *New TV Outlet Maps Plans*

ALTHOUGH the GOP convention will get under way less than a week after WPIX New York's inaugural broadcast, the *New York News* video station is planning full-scale coverage of the proceedings of this convention as well as of the Democratic sessions in July. In addition to participating in the video pool, covering all on-the-floor activities, WPIX is sending a crew of 25 persons to Philadelphia to handle its own special programs.

Three programs a day, Monday through Friday, are planned from each convention: An afternoon program slanted to women viewers at 2:30-2:45 p.m.; the 8:15-8:45 p.m. period immediately preceding the evening session, and a 10-minute spot immediately following adiournment for the day. Rex Marshall of the WPIX announcers' staff, will m.c. all the convention programs, Ruth Montgomery of the *News* Washington bureau will interview women convention leaders during the afternoon program, on which Lowell Limpus, co-chief of the *News* U. N. staff, will round up the highlights of the morning session.

The half-hour early evening telecast will open with a five-minute analysis of the political situation as of that time to be given by Ben Gross, radio editor of the *News*, followed by five minutes of informal interviews with convention personalities by Jimmy Jemail, the paper's inquiring photographer. Special entertainment acts of the convention will then be presented, the program closing with a news summary by Mr. Limpus.

Warren Duties

Carl Warren, manager of news and special events for WPIX, will direct the station's convention staff and the special program emanating from the station's headquarters in the Bellevue-Stratford Hotel. Allan Lawrence, special events director, will serve as Mr. Warren's deputy at the convention and Auston Huhn, a producer-director at the station, will direct the special programs. Otis Freeman will be in charge of the WPIX engineering crew in Philadelphia.

In addition to its studio and convention hall pickups, WPIX is also sending a remote truck to Philadelphia for outside programs. The station will also have its own newsreel camera crew on the newsreel platform in the hall, making films for subsequent use on WPIX and for syndication to other TV stations. WPIX also plans to make kinescopic film recordings of convention highlights, both for its own use and for syndication.

8 TV REQUESTS *Seattle and Portland Submit Two Each*

EIGHT applications for new commercial television stations were filed with FCC last week, including two requests each for Portland, Ore., and Seattle. Initial investment of the eight applicants totals some $2,300,000.

KEX Portland, Westinghouse Radio Stations Inc. outlet, seeks Channel 10 (192-198 mc) while KOIN Portland, a Marshall Field interest, requests (Channel 8 (180-186 mc). Westinghouse owns WBZ-TV Boston and is video applicant in Pittsburgh. Publisher Field's KJR Seattle and Sun and Times Co., Chicago, are TV applicants.

New Seattle applicants are Twentieth Century-Fox of Washington Inc., planning a half-million-dollar plant to operate on Channel 11 (198-204 mc), and KING Broadcasting Co., licensee of KING Seattle, requesting Channel 7 (174-180 mc).

W. Harry Johnson, rancher and industrialist, doing business as Mid-South Television Broadcasting Co., requests Channel 7 at Jackson, Miss. He already has filed for Oklahoma City, Memphis, Shreveport and Little Rock, Ark. Homer W. Snowden, independent oil producer, seeks Channel 9 (186-192) at Oklahoma City under name of Oklahoma City Television Co. He also plans stations at Shreveport, Denver, Wichita and Midland, Tex.

Channel 4 (66-72 mc) is requested at Denver by KMYR Broadcasting Co., licensee of KMYR Denver. Troy Record Co., permittee of FM station WFLY Troy, N. Y., seeks Channel 11 (198-204 mc) in Troy.

The New Applicants

New applicants and facilities they request include:

Denver — KMYR Broadcasting Co., Channel 4 (66-72 mc), effective radiated power 29.6 kw visual, 14.8 kw aural, antenna height above average terrain 403 ft. Initial cost $249,000, first year operating cost $50,000, revenue $25,000. Applicant is licensee KMYR Denver, F. W. Meyer and A. G. Meyer, principal owners, each own 17% of KCSJ Pueblo, Col.

Jackson, Miss.—W. Harry Johnson doing business as Mid-South Television Broadcasting Co., Channel 7 (174-180 mc), 20.6 kw visual, 17.7 kw aural, antenna 408 ft. Initial cost $159,500, first year cost $100,000, revenue $75,000. Applicant is raiser of livestock, owner of real estate companies, brick and tile plants, and substantial owner of several bus lines and Chicago and Southern Airlines. He has filed for TV in Oklahoma City, Shreveport, Memphis and Little Rock, Ark.

Oklahoma City—Homer W. Snowden doing business as Oklahoma City Television Co., Channel 9 (186-192 mc), 29.5 kw visual, 14.7 kw aural, antenna 462 ft. Initial cost $241,034, first year cost $100,000, revenue $75,000. Applicant, independent oil producer, proposes TV outlets in Shreveport, Wichita, Denver and Midland, Tex.

Portland, Ore.—KOIN Inc., Channel 8 (180-186 mc), 22.2 kw visual, 11.7 kw aural, antenna 1,401 ft. Initial cost $207,900, first year cost $120,000, revenue unknown. Applicant is licensee of KOIN Portland and is owned by

(Continued on page 72)

Accurate

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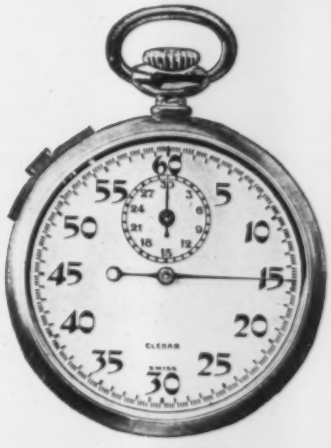

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No. 652 CLEBAR TIMER—

1/5 second. Long hand registers fifths of seconds; small hand minutes up to 30. Side slide for starting and stopping; pressure on crown returns to zero. Chrome case; 7 jewel non-magnetic movement.....Each $18.50

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COLUMBUS • GEORGIA

Day and Night 5000 WATTS

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.

Voice

(*Continued from page 70*)

President. During a respite from verbal lashings he commented: "I am glad that Gandero did not tell me to write on Missouri. Even President Truman will have complain."

Phrases such as "New England was founded by hypocrisy and Texas by sin" were taken to illustrate Latin American prejudices about the United States and later dialogue was used to counteract these impressions, the 52-year-old writer said.

A flat "no" was given Rep. Harvey when he asked Mr. Nesbitt if he thought Mr. Gandero "was impelled by subversive motives."

"Everyone in my section," Mr. Green asserted, "has been under the impression that these scripts were being checked by the State Department."

Mr. Vasques, who was born in Mexico, in attempting to establish himself as an authority on Latin American radio taste described one of his promotion ventures in which a Mexican station aired a quiz program called *College of Love*, featuring three male and three female contestants alternating as m.c. for the opposite sex's panel.

Vasques Explanation

"The men and women," Mr. Vasques explained, "recited their love experiences and told what types of the opposite sex they preferred."

The remark catapulted NBC Counsel Denny from his chair with a demand to "set the record straight." The origin of the program, he shouted, was Mexican and in no way connected with NBC.

"Our firm headquarters in Newark, N. J.," the ruffled Mr. Vasques volunteered, "didn't like the program. They wanted to substitute *Truth or Consequences*. But I stuck to *College of Love* and in six months the sale of our product (aspirin) tripled."

Bouncing back to the Wyoming script, which legislators charged portrayed Indian girls in the nude, Rep. Chenoweth asked Mr. Vasques about the "good taste of this program."

The Spanish version said the characters were "naked girls with feathers" meaning to a Latin American audience that "they had on a typical Indian costume," Mr. Vasques responded.

Mr. Denny told the House committee that Mr. Gandero had "in his possession an important part of this story." He said Mr. Gandero had responsibility as head of the section "to read every word that went on the air."

Mr. Gandero's earlier protestations from Cuba, Mr. Denny charged "just don't hold up." The former FCC chairman expanded by saying that NBC's spoken output in the Spanish section was only eight hours a week, while supervisors of other foreign sections reviewed material representing as much as 25 hours of broadcasting weekly.

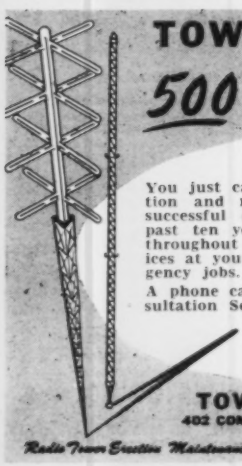
A law passed six months ago provided for establishment of a public advisory committee to assist the State Department on its propaganda efforts, Rep. Chenoweth recalled. The Committee chairman declared he was "shocked and surprised" to learn that this committee had not yet been named. This he considered "a glaring example of the loose and inefficient manner in which this whole program has been carried out."

Meanwhile indignant legislators in another section of Capitol Hill were having their say.

Rep. Carl T. Curtis (R-Neb.) proposed on the House floor that "Voice of America" programs be broadcast first domestically to permit the American radio public to "censor" them.

"If every script broadcast to a foreign nation under the 'Voice of America' were translated into English and put on the radio at a certain time each day—let the soap operas fall where they may—you may be sure that they would receive sharp monitoring by the great American radio audience," Rep. Curtis theorized.

The House subcommittee indefinitely adjourned its hearings Thursday afternoon.



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Disaster

(*Continued from page 22*)

had the station on the air by 7:30 the next morning.

KALE went on 24-hour duty with bulletins and information. At its request, the Portland Retail Grocers Assn. made food available to refugees and bakeries reopened and worked all night to supply bread and bakery products to the homeless.

KALE Helicopter

On its coverage of the news, Joe Stein, pilot-reporter of the KALE-*Journal's* helicopter, gave his report on what he had seen from the air. Dick Wesson flew over the Woodland area to report the most recent break-through of the river and Lou Gillette made an on-the-spot wire recording from flooded Portland Meadows race track. Phones were kept open to Mutual-Don Lee in Hollywood, keeping them informed of the latest news.

KPQ Wenatchee, Wash., found it necessary to keep the transmitter on top of the water, no small matter since the transmitter house was reported to weigh 30 tons and the river was coming up fast.

The job was accomplished with the help of five over-sized rubber M-13 tank rafts. House movers jacked the building several feet off the foundation and the rafts were inserted. The station remained on the air despite the fact that there was 15 feet of water under the building at one time. KPQ maintained 24-hour service, broadcasting appeals for trucks, men, sacks and pumps. All engineers wore rubber life jackets while on duty as a safety measure.

Stellar service rendered by KOIN, KEX, KPDQ and KWJJ, in Portland, and KVAN Vancouver, Wash. was also reported.

KOIN Wire

KOIN had a direct wire to Red Cross headquarters, relaying bulletins to other Portland stations as fast as they arrived. It had special events crews at the critical points.

KEX was credited with giving the first news of the Vanport dike break. When Producer Ken Finley, who lived at Vanport near the dike, heard the first rush of water he looked out, grabbed the phone and notified the KEX newsroom. The warning was promptly aired, in fact so promptly that the Vanport Deputy Sheriff's Office denied the flash. Within a few minutes the news was broadcast over other Portland stations.

KWJJ turned its broadcast services over to the use of relief agencies and when its new transmitter was flooded, moved to the old transmitter. Things were mighty wet there, too, but the equipment was jacked high into the air and transmission was continued. All commercial broadcasts were dropped.

KVAN, in the center of the flood water, had a hard time keeping on the air. The transmitter was hoisted against the ceiling and the station managed to keep broadcasting.

Before the water got to it the transmitter of KPDQ was dismantled and hauled out as water mired the wheels of the truck. Within less than 48 hours it was back on the air, operating from the home of Chief Engineer Rod Johnson. With the transmitter in the garage, antenna across the street, control room in a bedroom and studio in the living room service was again resumed.

All stations in the stricken area not only gave top priority to all bulletins from rescue authorities but also covered the disaster for listeners over the nation. During the time of the Vanport flood KOIN fed ten shows to CBS; KGW, though off the air at the moment of the flood, fed NBC eight programs, and KEX did three feeds for ABC. KALE worked through Mutual-Don Lee in Hollywood.

The hams did their part again and received high praise from rescue authorities. Working with the Red Cross, sheriff and Coast Guard, the amateurs linked the entire area in a network of two-way radio communications. Led by Coordinator Al Davis they kept officials abreast of latest information.

Twenty-five mobile units in automobiles were patrolling the area when the Vanport dike broke. They spread the news instantly.

One radio car sped to the rescue of a blind "ham" who lived in Vanport near the path of the flood. With the flood-water racing down upon them, the drivers hustled the amateur and a blind friend into the car and escaped as the water struck the house.

TV Requests

(*Continued from page 71*)

Marshall Field interests which also include KJR Seattle, TV applicant, WJJD Chicago and WSAI Cincinnati. Publisher Field's Sun and Times Co. is video applicant in Chicago.

Portland, Ore. — Westinghouse Radio Stations Inc., Channel 10 (192-198 mc), 8.5 kw visual, 4.25 kw aural, antenna 974 ft. Initial cost $455,000, first year cost $268,400, revenue unknown. Applicant is licensee of KEX Portland as well as owner of WBZ and WBZ-TV Boston, WBZA Springfield, Mass., KDKA Pittsburgh, KYW Philadelphia and WOWO Fort Wayne, Ind. Firm is video applicant in Pittsburgh.

Seattle — KING Broadcasting Co., Channel 7 (174-180 mc), 28.1 kw visual, 14.1 kw aural, antenna 1,584 ft. Initial cost $300,000, first year cost $200,000, revenue unknown. Applicant is licensee of KING that city.

Seattle—Twentieth Century-Fox of Washington Inc., Channel 11 (198-204 mc), 26.9 kw visual, 13.4 kw aural, antenna 749 ft. Initial cost $506,200, first year cost $540,000, revenue $360,000. Applicant is subsidiary of Twentieth Century-Fox film interests, which also has requests pending for television in Boston and San Francisco.

Troy, N. Y.—Troy Record Co., Channel 11 (198-204 mc), 31.1 kw visual, 15.55 kw aural, antenna 824 ft. Initial cost $177,000, first year cost $108,000, revenue unknown. Applicant is permittee of FM station WFLY and is publisher of daily Record and Times-Record.

COMMUNITY CHESTS and Councils of America Inc. has produced a series of transcribed human interest stories, "Red Feather Story Tellers," which were distributed in a publicity kit to about 1000 member Community Chests in the U. S. last week.

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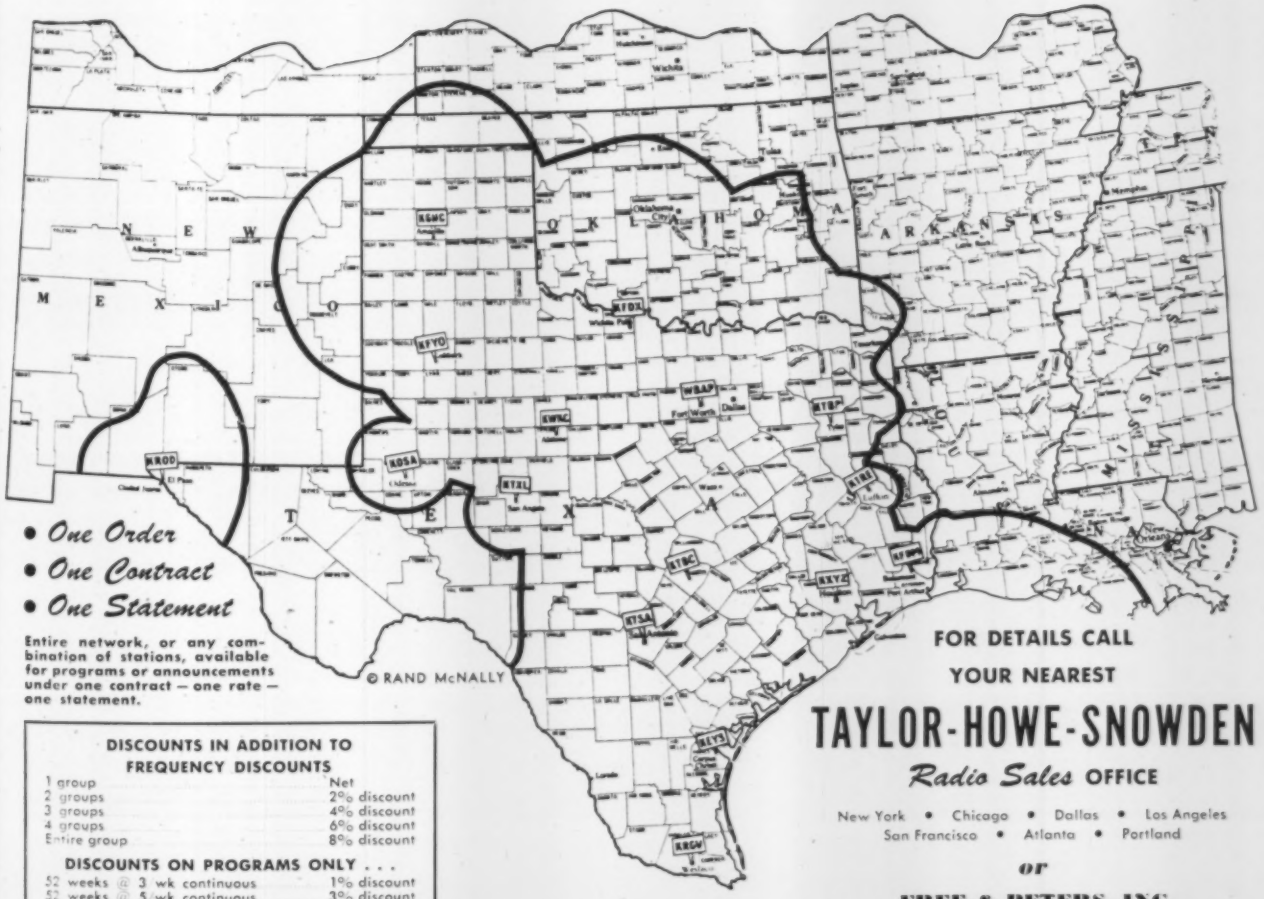
the Lone Star Chain

DELIVERS TEXAS!



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- *One Order*
- *One Contract*
- *One Statement*

Entire network, or any combination of stations, available for programs or announcements under one contract — one rate — one statement.

DISCOUNTS IN ADDITION TO FREQUENCY DISCOUNTS

	Net
1 group	
2 groups	2% discount
3 groups	4% discount
4 groups	6% discount
Entire group	8% discount

DISCOUNTS ON PROGRAMS ONLY . . .

52 weeks @ 3 wk continuous	1% discount
52 weeks @ 5 wk continuous	3% discount

FOR DETAILS CALL YOUR NEAREST

TAYLOR-HOWE-SNOWDEN

Radio Sales OFFICE

New York • Chicago • Dallas • Los Angeles
San Francisco • Atlanta • Portland

or

FREE & PETERS, INC.

Second of a Series

THE INGREDIENTS OF ★ LEADERSHIP

RECIPE FOR LEADERSHIP

★ **Power,** 50,000 Watts on 820 kc and 5,000 on 570 kc . . . insures large regional coverage.

★ **Experienced Staff** in production, programming and merchandising to maintain variety and balance . . . attract and hold listeners.

★ **NBC, ABC and Texas Quality Network Shows,** identified by the Southwest's favorite call letters, WFAA 820 and WFAA 570.

★ **95 Newscasts weekly,** locally gathered, edited and presented, supplementing network news services.

★ **Complete Recording Laboratories,** the best in equipment, studios, talent and technical "know-how."

Mix age and power with experience. Carefully blend the best in equipment, talent and network services with audience loyalty. Season with Texas enthusiasm and add local color with these ingredients of leadership.

Serve in generous portions and you have the soundest possible investment for your radio dollar with

Station **WFAA**

DALLAS, TEXAS

820 NBC 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the Dallas Morning News

and **WFAA FM**

Represented Nationally by EDWARD PETRY *and* COMPANY

Second of a Series

By JULIAN STAG

THROUGH radio there now exists something that never existed before—a Dallas-Fort Worth market.

A Dallas or Fort Worth station's signal represents the only semblance of a market embracing the two neighboring but dissimilar Texas cities.

What geography, newspapers, Chambers of Commerce, and a certain friction of civic temperament have put asunder, radio has successfully wrapped up into one neat bundle. The microphone alone has been able to weld marketwise two cities as widely separated in spirit as Washington and Moscow.

The Dallas-Fort Worth market is larger than any other single metropolitan market in the state, and has total radio billings of approximately $5,000,000 a year.

Included in the metropolitan areas are Dallas and Tarrant Counties, with Dallas and Fort Worth, respectively, serving as county seat and urban center.

Encompassed in the immediate Dallas metropolitan area are the two corporate suburbs of Highland Park and University Park, to the north. These are known locally as the Park Cities, with some of the finest homes in the country and, hidden from view, the magnificent estates that oil built. Likewise in Fort Worth, wealth is reflected in the elegant homes and far-flung ranches.

More than 900,000 people are in the combined metropolitan areas of the two-city market.

Populations are estimated at 265,000 for Fort Worth proper with 325,000 for the metropolitan area, and 475,000 for the city of Dallas and its immediate suburbs with about 575,000 in the Dallas metropolitan area.

* * *

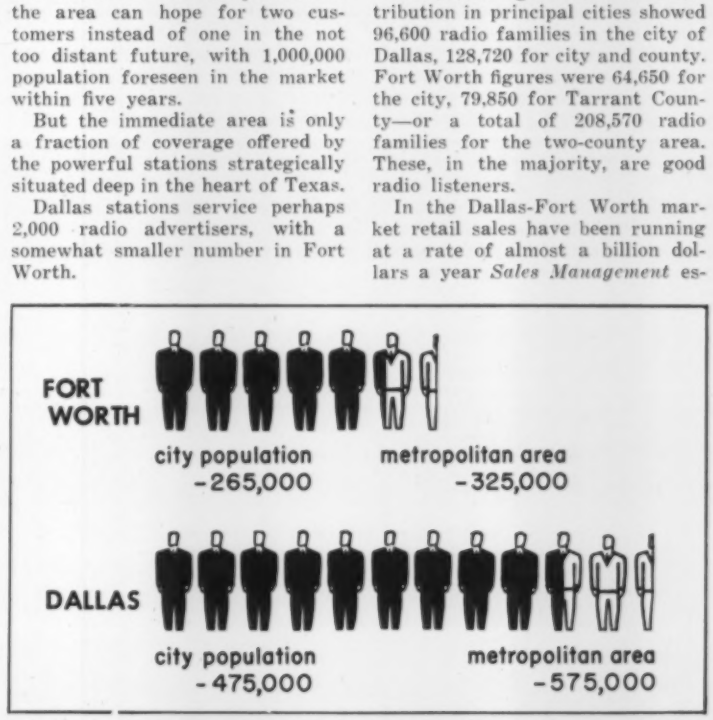
DALLAS has grown about 50% in population since the 1940 census and Fort Worth has expanded similarly. Furthermore, the pace is expected to continue rather than slow down. Radio stations contend the man who creates one customer for his product in the area can hope for two customers instead of one in the not too distant future, with 1,000,000 population foreseen in the market within five years.

But the immediate area is only a fraction of coverage offered by the powerful stations strategically situated deep in the heart of Texas.

Dallas stations service perhaps 2,000 radio advertisers, with a somewhat smaller number in Fort Worth.

BMB 1946 figures for radio distribution in principal cities showed 96,600 radio families in the city of Dallas, 128,720 for city and county. Fort Worth figures were 64,650 for the city, 79,850 for Tarrant County—or a total of 208,570 radio families for the two-county area. These, in the majority, are good radio listeners.

In the Dallas-Fort Worth market retail sales have been running at a rate of almost a billion dollars a year *Sales Management* estimates, with $632,956,000 for Dallas and $337,956,000 for Fort Worth. Food sales accounted for $84,557,000 of the Dallas figure, $63,689,000 for Fort Worth. Of the retail total in the area, $215,567,000 is spent for general merchandise, $135,374,000 in Dallas and $80,193,000 in Fort Worth.



Population of Dallas and Fort Worth metropolitan and city areas are compared on the above chart. Total population of the combined metropolitan areas is 900,000 people.

Buying Power In The Market

Estimated "net effective buying income" is placed at $686,349,000 for Dallas, $396,574,000 for Fort Worth, a total of $1,082,923,000. Per-family buying power is placed at $5,413 for Dallas, $5,388 for Fort Worth.

The dual market does a wholesale business of 1¼ billion dollars, with $1,300,682,000 for Dallas and $405,835,000 for Fort Worth, a total of $1,706,517,000.

Bank debits for the first four months of 1948 totaled $1,184,458,098 in Fort Worth. The Dallas figure for the same period showed bank debits of $3,888,309,000. Last October bank deposits for Dallas and Fort Worth aggregated $1,288,761,477.

* * *

FORT WORTH and Dallas rank No. 1 and 2, respectively, in

(Continued on page 4)

Dallas-Fort Worth

(Continued from page 3)

rate of industrial expansion, not only among Texas cities but for the nation as a whole, according to figures compiled by the Texas Employment Commission this May. Industrial expansion is figured in terms of increase in number of manufacturing workers employed, applying to the period between April 1940 and April 1947.

Large Gains Reported In Employment

The gain in Fort Worth was 144.91% in the seven-year period, with 58.56% in Dallas. As of April 1948 Dallas provided jobs for 222,100 persons, or 14,000 above the war-time peak. In Fort Worth 34,177 were employed in manufacturing alone a year ago compared to 13,955 in the spring of 1940.

The four major networks have affiliates in the dual market. Stations in the area are also threaded into the patterns of four Texas regional networks.

Serving the Dallas-Fort Worth area are 11 AM and three FM stations. All FM operations are in Dallas.

Dallas stations and their founding dates: WFAA (1922) (on two frequencies); KRLD (1926); city-owned WRR (1920); KSKY (1941); KIXL (1947); KLIF (1947). WFAA, KRLD and KIXL also have FM stations.

Fort Worth stations and their founding dates: WBAP (1922), divides frequency with WFAA; KFJZ (1922); KWBC (1946); KXOL (1947); KCNC (1947).

Television Will Arrive In Market by Fall

Television lies ahead for Fort Worth, perhaps by autumn. Going up rapidly at an outlying Fort Worth site is a structure to house WBAP and the first TV operation in the market. The Carter organization in Fort Worth remains secretive about its new building and its television plans. No story on the project has appeared in the Carter-owned *Star-Telegram* but it's understood WBAP-TV will be on the air in the fall.

One TV station has been authorized in Dallas. Original applicants were Tom Potter, an oil man, and the late Rogers Lacy, also an oil man, who had plans for the highest hotel in the country with TV in every room. Mr. Lacy died six months ago. Mr. Potter is proceeding with plans alone. Others anxious to have Dallas TV outlets are WFAA, KRLD, and KIXL, and Leo F. Corrigan, real estate operator.

MR. MELVILLE
Managing Director
Lone Star Chain

Location of Dallas-Fort Worth in Relation to Other Major Metropolitan Cities in Texas.

WRR's Plans If Video Application Is Granted

Television as a mode of bringing government closer to the people is being talked in Dallas, in connection with municipally-owned WRR's application for a video license. City officials are discussing the idea of employing television programs to inform the public on traffic control problems particularly. Durward Tucker, WRR chief engineer, and the Dallas police chief have been talking about a televised film summary of daily traffic activities in Dallas as a traffic educational program series. Operations of the police department generally, and fire, water and health departments could also be explained by television, Mr. Tucker has pointed out.

Radio Makes Both Cities One Market

Dallas and Fort Worth are one market only when radio is the medium. Dallas is the metropolis of East Texas—in its narrower aspect —and Fort Worth the metropolis of West Texas. Both cities together are the big towns of North Texas and at the communications crossroads where the rest of the country touches the "empire" of Texas.

While the distance between the cities downtown to downtown is 30 miles, recent annexations have pushed limits of each to a degree where at one point Fort Worth is only 12.8 miles from Dallas.

Both are skyline cities, rising sharply in jagged silhouette from the plain to an apex of height represented by the tower of the war-time-built 30-story Mercantile Bank Bldg. Atop this building the antenna for WFAA's FM operation jabs upward at a height of 547 feet above the street.

Houston Is Common Competitor

While Dallas and Fort Worth—off the air—indulge in civic bickering, Dallas prefers to pick on Houston for real competition. Here, Dallas runs into trouble, for Houston is undeniably bigger and the No. 1 industrial city of Texas today.

But the radio-fashioned Dallas-Fort Worth market appears to challenge Houston, or Houston-Galveston, for leadership.

As Joe Evans, manager of the Free & Peters office in Fort Worth, puts it: "No other medium—newspaper, outdoor or carcard—affords an advertiser this single-facility coverage of the two cities."

Mr. Evans says that the WBAP-WFAA "confusion" has rapidly been eliminated, with attendant agency-and-client awareness that Dallas and Fort Worth should be considered one market from every standpoint of distribution.

Dallas Is 'Big D'; Fort Worth 'Cowtown'

DALLAS is "Big D" to Texans, Fort Worth is "Cowtown." They somehow are appropriate soubriquets, and both towns acknowledge them. Dallas people are very proud of what they like to think of as their cosmopolitanism and urbanity. Folks in Fort Worth are just as apt to look upon Dallas as a place where men are less manly, perhaps, as contrasted with Fort Worth, "where the West begins."

In keeping with the spirit of "Big D," the Dallas Chamber of Commerce has, since the end of the war, been conducting a program to popularize a concept which it calls "the Dallas Southwest."

As one Dallas business institution said in a national trade magazine, Dallas "distributes a 13-billion-dollar market basket to over 17 million consumers in the Dallas Southwest."

Dallas Fast Becoming Regional Hub

This portrays Dallas as the hub of a great organic block of states including not only all of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi, but also 26 western counties of Tennessee, an area with 17,000,000 consumers and a 13-billion-dollar buying strength—all attainable via Dallas as a base.

Dallas is being increasingly pinpointed on national sales managers' maps as a regional distribution point. It is headquarters for American Airlines' Southern region, divisional office for United Press with a control over some eight or nine states, and publication office for the newly launched Southwest edition of the *Wall Street Journal*.

The Fat Stock Show at Fort Worth is one of the country's greatest rodeo events, and the

(Continued on page 8)

MR. REMBERT
Managing Director KRLD;
General Manager, Texas
Broadcasting System

WBAP

Serves Fort Worth AND Dallas

ONE STATION COVERING THE SOUTH'S RICHEST SINGLE RADIO MARKET

1947 RETAIL SALES*

1. Fort Worth-Dallas	$970,912,000
2. Houston	665,595,000
3. New Orleans	519,410,000

TWO TRANSMITTERS—50,000 watts (820 kc) and 5,000 watts (570 kc)—located EQUI-DISTANT between Dallas and Fort Worth.

TWO-CITY-PLUS COVERAGE carrying great distances beyond the city limits of Dallas and Fort Worth.

ABC, NBC, and LONE STAR CHAIN outlets for Dallas and Fort Worth.

TWENTY-FIVE YEARS OPERATING EXPERIENCE, in which time listeners have come to associate the words Radio and WBAP as one.

IN this rich, comparatively new and ever expanding market you will want the MOST FOR YOUR MONEY. Check the facts with Free & Peters. WBAP serves Fort Worth *AND* Dallas. WBAP IS YOUR BEST BUY.

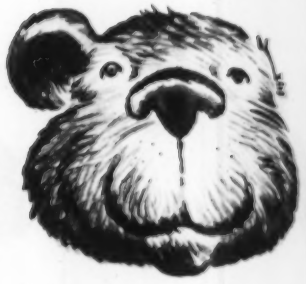
*Copyright 1948 Sales Management Survey of Buying Power.
Further reproduction not licensed.*

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

ABC	NBC	Lone Star Chain		
570 Kc	820 Kc		Amon Carter, Pres.	George Cranston, Mgr.
5,000 watts	50,000 watts		Harold Hough, Dir.	Roy Bacus, Com. Mgr.

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood



IS YOUR LISTENING

OURS ISN'T! HERE IN DALLAS-FT. WORTH—N

SO WE USE TWO STATIONS FOR A SINGLE PRICE

TEXAS' RADIO'S

KFJZ

SIMULTANEOUS SCHEDULES

COMBINATION COVERAGE

*Population	1,857,500
*Buying Income	$2,257,516,000
Bank Deposits	$1,904,769,000

FT. WORTH — MARKET R

ONLY 30 MILES APART IN E

*Copyright, Sales Management, 1948

PUBLIC ONE-EARED?

NATURE GAVE 'EM TWO—TO HEAR WITH!

TOP COMBINATION

W R R

TO SELL WITH!

DOUBLE COVERAGE

TO CATCH BOTH EARS!

SEPARATE SCHEDULES

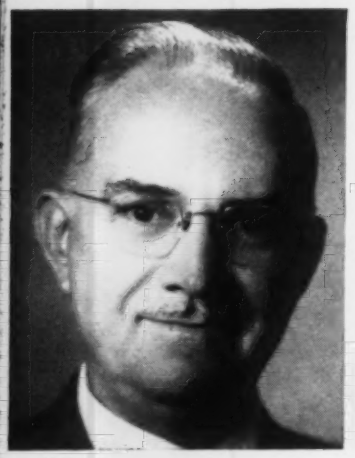
COMBINATION COVERAGE

*Retail Sales . . .	$1,784,833,000
*Wholesale . . .	$1,861,658,000
†Radio Families	410,033

—DALLAS REGION

EXAS' POPULATION CENTER!

†BMB Area Survey, 1947



MR. CAMPBELL
General Manager WFAA;
Director, Texas Quality Network

MR. JORDAN
Vice President
Texas State Network

MR. CAGLE
President—Gen. Mgr. KFJZ;
President Texas State Network

Dallas-Fort Worth

(Continued from page 4)

whole town goes western for it each spring. The great Will Rogers Coliseum and Auditorium, which accommodates this event, draws large West Texas crowds the year-round for shows, trade exhibits, and other events.

Like Dallas, Fort Worth is a college town, with its Texas Christian U. undergoing great expansion just as Southern Methodist U. is in Dallas.

Ford, P & G Plants Located in Dallas

The Ford Motor Co. and Procter & Gamble both have plants with large production in Dallas serving the region. Chance Vought has begun moving its entire aircraft manufacturing operation, now employing some 8,000 people, from Stratford, Conn., to Dallas.

Dallas is an insurance center, a banking center (Eleventh Federal Reserve District), and a fashion center for the area. The clothes-consciousness of Dallas women has been termed "Parisian."

Fort Worth is the largest livestock and packing center south of Kansas City. Nearly 5,000,000 head of cattle pass through its yards in a year. It is the largest sheep market in the nation, and also a major milling and grain storage center.

B-36 Is Made In Fort Worth

In a sense, Fort Worth is one of the world's power houses. Here Consolidated-Vultee with a huge peacetime working force, is turning out the world's biggest military plane—the B-36 bomber. Here, too, is the home of the U. S. Eighth Air Force, known as the Air Force's atomic bombing group.

Fort Worth and Dallas each have branches of national representatives handling radio only. Free & Peters at Fort Worth, managed by Joe Evans, and Taylor-Howe-Snowden at Dallas. Other representatives giving large attention to radio include the Branham Co. office in Dallas. An oldtimer in Texas radio, George Harding, once an announcer, is in the Branham radio department. Others with Dallas offices include Burke, Kuipers & Mahoney, Katz, and Pan American Broadcasting, the last-named handling Latin-American and other foreign stations.

Best informed estimates on the gross volume of business done by all radio stations in the Dallas-Fort Worth market place the figure at more than $5,000,000 a year. Probably $3 is spent with radio stations in Dallas to every $2 in Fort Worth. This again is a rough estimate.

Apparently there is enough business to go around. But there are those who express qualms about what may happen to black ink operations if adverse conditions should grip the economy too tightly again.

Four State Networks In Two Cities

The Texas Quality Network and the newly formed Texas Broadcasting System (with KRLD) center in Dallas. The Texas State Network is in Fort Worth. The recently enlarged Lone Star chain has both Fort Worth and Dallas offices.

Lone Star chain, established in 1938 with seven stations, expanded to 16 outlets in April [BROADCASTING, April 26]. Headquarters are at the Taylor-Howe-Snowden offices in the Tower Bldg., Dallas, with Clyde Melville as managing director. Representatives are T-H-S and Free & Peters. The operating committee consists of Harold Hough, radio director of Carter Publications (operating WBAP Fort Worth), who is president; O. L. (Ted) Taylor, executive general manager, KGNC Amarillo, and Tilford Jones, president of KXYZ Houston.

TQN Claims to Be Oldest of Nets

The 16-station Lone Star chain is composed of WBAP; KXYZ Houston; KTSA San Antonio; KTBC Austin; KGNC Amarillo; KFDX Wichita Falls; KFYO Lubbock; KROD El Paso; KOSA Odessa; KWKC Abilene; KXTL San Angelo; KFDM Beaumont; KRGV Weslaco; KEYS Corpus Christi; KTRE Lufkin, and KTBB Tyler.

Texas Broadcasting System, comprising three 50-kw outlets, was formed April 22 in Dallas [BROADCASTING, April 26]. Stations are KRLD Dallas, KTRH Houston and KABC San Antonio. Clyde W. Rembert, managing director of KRLD, is general manager of the network. Offices are in the Hotel Adolphus with KRLD.

In the formation stage is a new network, Liberty Broadcasting System, built around KLIF's re-construction of big league ball games.

Texas Quality likes to refer to itself as the oldest network in the state, and that it consists of NBC stations on Class A lines. All stations serve as sales offices. Directors are Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI San Antonio; Jack Harris, KPRC Houston.

TQN stations are WFAA; WBAP; WOAI; KPRC; KGNC Amarillo; KRIS Corpus Christi; KRGV Weslaco. National representative is Edward Petry & Co.

19 Stations Comprise Texas State Network

Texas State Network has headquarters at 1201 W. Lancaster, Fort Worth, with Gene L. Cagle as president. Mr. Cagle is president and general manager of KFJZ Fort Worth. Charles Jordan is vice president. Network stations are KFJZ; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KTEM Temple; KNOW Austin; KFRO Longview; KBWD Brownwood; KMAC San Antonio; KCRS Midland; KGVL Greenville; KMHT Marshall; KXYZ Houston.

Blackburn-Hamilton, radio station broker, has also set up an office in Dallas.

Hillbilly Music Hits High Hooper There

HILLBILLY music is one of the staples of this market. An outstanding example of this type of program has been achieved by Hal Horton, with his *Cornbread Matinee* on KRLD.

Mr. Horton has also demonstrated the pulling power in radio-mail-order selling. He has scored

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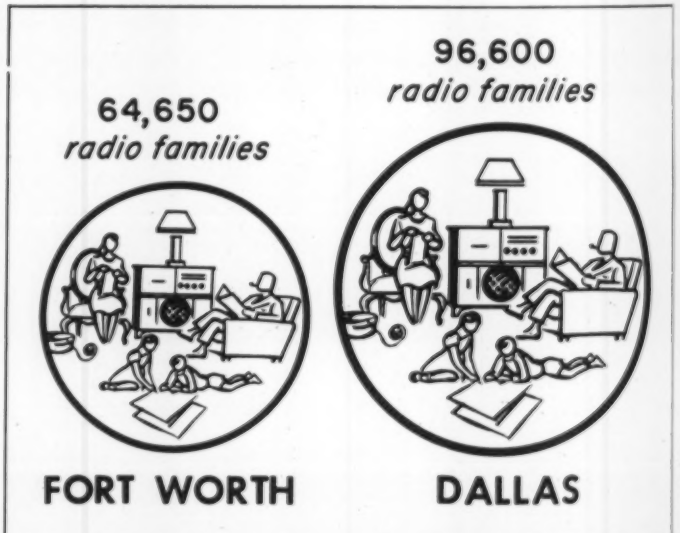


The Radio Homes in Dallas-Fort Worth

The
Texas State Network

Proudly Salutes the

DALLAS–FORT WORTH

Billion $ $ $ Market

TSN—*Provides concentrated individual market coverage throughout Texas with 19 affiliated stations.*

TSN Markets—

Fort Worth	Abilene	Big Springs
Dallas	San Angelo	Paris
Houston	Sherman	Greenville
San Antonio	Longview	Temple
Austin	Brownwood	Marshall
Waco	Midland	McAllen
Texarkana		

TSN—*is the only regional network with an affiliated station in both Fort Worth and Dallas.*

KFJZ—Fort Worth
1270 Kilocycles

WRR—Dallas
1310 Kilocycles

Full-time—**5000 Watts**—*Full-time*

TEXAS STATE NETWORK

Represented Nationally by Weed and Company

Dallas-Fort Worth

(Continued from page 8)

big selling successes for Texas nurseries and hatcheries.

Extremes in this highly diversified market are found in the case of KIXL Dallas, which carries no hillbilly at all and goes in for classical music, as against the Fort Worth station, KXOL, which saw a chance to fill a gap by creating a supper-music program built on hillbilly tunes.

WFAA Reaches To Honolulu

Clear-channel WFAA cites as an example of its range on 820 kc the story of R. B. Morehead, a time-buyer and vice president of Grant Advertising, Dallas, who recalls listening to the WFAA *Early Birds* show while stationed at Honolulu during the war.

One of the unusual successes in use of radio—built up in this market and now on a nationwide footing—is that of the Stamps Quartet of Dallas. This organization uses a kind of syncopated barber-shop quartet harmony to sing gospel songs.

The Stamps Quartet is on the air 12 times a week and has had one of its sponsors continuously for more than 10 years. This is Russell Miller Milling Co., Dallas, maker of American Beauty Flour. Part of the time the quartet is on as a sustaining program.

Stamp Quartet Sells Song Books

A major part of the Stamps Quartet activity is to sell gospel song books, its original purpose. In the last 12 months it has sold nearly a half-million books of the songs they sing on the air—books ranging in price from a quarter to a dollar. Something like 100 stations scattered over the country now have Stamps Quartet programs—some live, some transcribed, all directly or indirectly operating under the Dallas organization.

Probably the most sensational success of the Stamps Quartet is the annual all-night song festival, which last year packed 9,000 people into the Dallas Sportatorium with 5,000 others turned away. KRLD carried 7½ hours of the singing event in 1947. The event will go on again June 26. CBS carried 30 minutes of the all-night program in 1946.

The quartet organization—headed by Frank Stamps—writes the songs, prints the song books in its own printing plant, sings them and sells them. It also has a music school. In Dallas, 40 people, including three quartets, are employed. The first tenor of one is shop foreman of the printing plant.

Amon Carter, Citizen Extraordinary

TO personalize the picture of this unusual Dallas-Fort Worth market, one might review the experiences of Amon Carter, leading Fort Worth citizen and outstanding Texan.

Mr. Carter's apathy towards Dallas is so celebrated it became the subject of a *Saturday Evening Post* article some years back. But—thanks to radio—Mr. Carter of Fort Worth finds himself doing a most friendly, profitable business with a Dallasite patronage every day of the week.

Mr. Carter's *Star-Telegram*, covering West Texas as few other newspapers cover their region, plays its news in acid rivalry with Dallas. No one would think of buying a line of space in the *Star-Telegram* to sell anything to a Dallas customer. Nor would anyone give serious consideration to advertising in the *Dallas News* to draw Fort Worth trade.

WBAP, WFAA Share Two Frequencies

Yet, WBAP, the Carter-owned station in Fort Worth, during half of each listening day has a larger listening audience in the Dallas area than in the Fort Worth area.

There still exists an odd WBAP Fort Worth-WFAA Dallas time-sharing arrangement, whereby these two stations, in separate cities, alternate on two frequencies and as outlets for two networks (570 kc for ABC, 820 kc for NBC). This arrangement has been termed locally the FCC's "judgment of Solomon."

The dual-frequency setup of WFAA and WBAP, splitting 570 kc and 820 kc between them, makes it possible for KRLD to advertise that it is the "only full-time" 50 kw station serving the area.

Three Networks Serve 'Twins'

But the Dallas and Fort Worth clear-channel twins are able to boast each is a single station, with two frequencies and three networks perhaps the only such situation in the country. Besides being outlets for NBC and ABC, WFAA and WBAP each is hooked into a regional Texas network (WFAA with Texas Quality, WBAP with the Lone Star chain).

The situation was created early in 1947 when the FCC ended "duopoly" in the Dallas-Fort Worth area by wiping out one set of call letters — KGKO — and giving WFAA Dallas and WBAP Fort Worth each half-time on KGKO's frequency. The duopoly was created by the fact that the *Dallas News* and the *Star-Telegram* owned KGKO jointly on a 50/50 basis, and at the same time each owned another station—the *News* WFAA and the *Star-Telegram* WBAP. The partnership in radio was further complicated by the fact that the papers' two individually-owned stations WFAA-WBAP shared a single frequency on a clear channel. Thus each was actually a half-time station.

Many Listeners Use Frequencies, Not Calls

Mathematically, the newspapers could contend each owned but a single station. Their formula, ½ KGKO plus ½ shared frequency, equals 1 station.

The FCC decision eliminating KGKO and assigning its frequency parttime to WFAA and part to WBAP added to an already confused situation. One moment a housewife in Dallas may be tuned to 820 and listening to WFAA and the next—when she gets back from shaking out her mop—find that she is now tuned into WBAP without having moved her dial. On the other hand if the same housewife switched her radio to 570 she would get WFAA when WBAP was on 820 and WBAP when WFAA was on 820.

Many people do not refer to WFAA and WBAP by their call letters, but speak instead of "570" and "820," the frequencies.

On 570, WFAA and WBAP are half-time outlets respectively for ABC, and on clear-channel 820, each is the NBC station for its time on the air.

Frequency Split Is Unique Sales Tool

WFAA and WBAP have the same rates ($480 basic Class A hourly on 820 kc, $240 on 570 kc), but time is not sold jointly for the two stations. The FCC, in setting down its rules for operation of WBAP and WFAA, stipulated that there must be complete separation, except for joint ownership of the

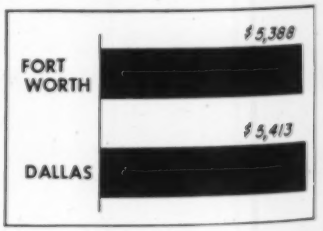
(Continued on page 12)

MR. KEESE
Vice President-Gen. Mgr.
T-H-S Radio Sales Inc.

MR. EVANS
Manager, Free & Peters,
Fort Worth

MR. DRAKE
Manager WRR

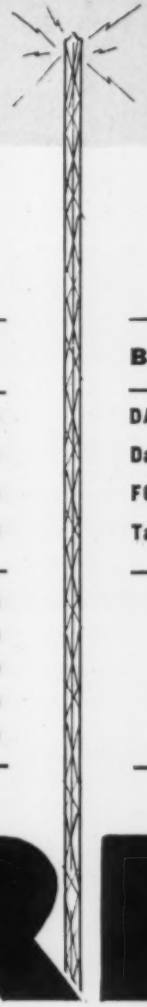
MR. SEGALL
President-Gen. Mgr. KIXL



Per-family buying power in Dallas-Fort Worth.

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH *Area!*



BMB DATA — NIGHTIME

BMB %		No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS	93%		96,600	90,520
Dallas County	92%		128,720	118,890
FORT WORTH	88%		64,650	56,910
Tarrant County	87%		79,850	69,450
50% or more		126	693,350	531,290
40% " "		182	861,430	606,010
30% " "		249	1,028,750	661,970
20% " "		362	1,320,120	730,870
10% " "		597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %		No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS	81%		96,600	79,030
Dallas County	81%		128,720	104,230
FORT WORTH	75%		64,650	48,620
Tarrant County	77%		79,850	61,680
50% or more		104	979,980	494,840
40% " "		138	1,086,900	542,920
30% " "		172	1,187,690	578,030
20% " "		236	1,459,310	654,200
10% " "		335	1,770,240	692,670

Number 1 Radio Station **KRLD** *Number 1 Radio Market South*

The Times Herald Station

Represented by the Branham Company

Dallas-Fort Worth

(Continued from page 10)

transmitters and sites for 820 kc and 570 kc.

Both stations, and their representatives, have found that the selling of WFAA and WBAP on two frequencies has, in a sense, provided them with an effective sales tool.

For an advertiser whose budget is limited and whose distribution is confined to a smaller area around Dallas and Fort Worth, 570 kc might be logical. When that same advertiser's budget and distribution increases, he might well move to 820 kc to cover a larger area.

More Attractive Than Separate Unit

Considering that the same programming and production know-how goes into both 820 kc and 570 kc each becomes even more attractive for an advertiser than it might be if it were operated as a separate unit.

* * *

THE two new Dallas stations, KLIF and KIXL, are well-heeled financially. KLIF represents the bid of the McLendon theater-chain-radio family, and KIXL's miniature "Radio Town" is the creation of versatile, talent-minded Lee Segall, onetime Houston advertising agency owner, creator and owner of the *Dr. I. Q.* show, originator of *Vox Pop* and for a time producer of *Hildegarde* network show out of New York.

KLIF and KIXL each used about a quarter-million dollars to get going—KLIF in a hotel penthouse in populous suburban Oak Cliff, KIXL in its own modernistic pill-box on the fringes of downtown Dallas.

WRR Claims to Be Oldest Station

Municipally-owned WRR, said to be the oldest city-owned radio station in the country, runs into the special problems involved in public ownership. Last fall the City Council dipped into WRR's earnings and took out $200,000 for municipal purposes—which was that much less available to the station for its own expansion or improvement. Early this year Charles Jordan, for many years manager of WRR, left to become vice president of Texas State Networks, explaining the move simply as a preference to go into private industry—as against working for a governmental institution. Dale Drake is the new general manager.

WRR Dallas and KFJZ Fort Worth have worked out a competitive angle for themselves by selling time jointly—offering their two 5,000 w stations at a single price—with simultaneous or separate schedules.

MR. LAMB
KXOL General Manager

MR. McLENDON
Vice President—Executive Director KLIF

Bill Roberts Coins Phrase

W. A. (Bill) Roberts, KRLD Dallas commercial manager, has coined a selling phrase, "The Number One 'Two for One' Market in the South," in speaking of Dallas-Fort Worth on radio.

Clyde W. Rembert, manager of KRLD says, "Dallas-Fort Worth market is unquestionably the largest market in the entire South . . . This market is not just Dallas and Tarrant counties, but it's the whole trade territory. It is one of the brightest spots in the U. S., one which all national advertisers are eager to test. This market is often used as a testing ground.

"Without any question of contradiction, the radio picture in Dallas-Fort Worth is highly competitive, because this area has the finest operated stations that can be found anywhere in the country. We have probably the most advertising-minded merchants anywhere."

Rich Men Sprout All Around

Aubrey Escoe, manager of KLIF, feels that, "This is a strong healthy market, growing fast; there's just as much need for good, clean, up-to-the-minute competition in radio as any other field."

* * *

JUST as there is perhaps not another pair of feudin' cities anywhere under the sun quite like Dallas and Fort Worth, by the same token radio does its most interesting selling—and human relations—jobs in this dual-personality Texas market, which boasts a smooth complexion only for radio.

It is a market where there are radio listeners like the individual toward whom *Life* and *Fortune* magazines pointed fingers in their April issues and asked, "Is this the richest man in the U. S.?"

Weekly Income Of $ 1,000,000

The little-known citizen of Dallas was photographed standing on a street corner. But he happened to be Haralson L. Hunt, said to own oil properties worth $263,000,000 and to have an income of $1,000,000 a week. There are lesser Mr. Hunts in both cities in the "new crop of super rich," in the Southwest. And there are those who will bet you that another unpretentious gent named Sid Richardson of Fort Worth tops Mr. Hunt's oil holdings.

With three FM stations in Dallas and none in Fort Worth, it is thought the former area has about 10,000 sets capable of receiving FM. This figure is based on a sample study conducted last February. Of the total, about 7,000 are within the Dallas city limits.

Dallas-Fort Worth Agencies Radio-Minded

DALLAS and Fort Worth advertising agencies, many of which enjoy nationwide fame, are radio-minded. Many new ideas in broadcast advertising have originated in the market, and many local accounts have been expanded into regional and national markets.

The agency field has mushroomed in Dallas and Fort Worth since the end of the war. Hardly a week goes by without announcement of a new agency. One veteran official said there are 80 recognized agencies in Dallas alone compared to about 10 before the war.

Crook Advertising Agency, Dallas, is headed by Wilson W. Crook Sr., with James P. Anderson as associate. Account executives are R. L. Claxton Jr., Wilson Crook Jr. and Phyllis Simborg. About 40% of its billing goes into radio. Major radio accounts are Mrs. Tucker's Foods Inc., Sherman, Tex.; International Milling Co.'s Robin Hood Flour, Crook's largest radio account; Linz Jewelists, Dallas retailer, and Armstrong Packing Co., Swift subsidiary.

Tucker's Foods Puts 60% Of Budget Into Radio

Mr. Anderson entered radio in the '20s when he tinkered around at KUOA Siloam Springs, Ark., while attending U. of Arkansas. He thinks of radio as "an intimate medium to catch the homemaker in her normal surroundings."

Expansion of the Mrs. Tucker company has been rapid since Wilson Crook introduced it to radio 15 years ago. About 60% of its advertising budget goes to radio. A smoothness theme marks Mrs. Tucker's *Smile Program* on Texas Quality Network, a thrice-weekly dinner-hour musical offering. Commercials, too, are brief and smooth.

Some 150 stations in the South and Midwest carry Robin Hood Flour's share of Mutual's *Queen for a Day*. Recent stunt included

IN THE AGENCY FIELD

MR. CROOK
Crook Adv. Agency

MR. TAYLOR
J. B. Taylor Inc.

MR. BROILES
Rowland Broiles Co.

MR. WILLSON
Parker Willson Adv. Co.

MARIE CALLAHAN
Rogers & Smith Adv. Agency

MR. MORELAND
Grant Adv. Inc.

MR. MANN
Tracy-Locke Co.

MR. GLENN
Glenn Adv.

MR. EVANS
Albert Evans Co.

give-away of 50,000 queen crowns to school children and dealers' clerks. The flour sponsor has grown rapidly since it gave the Robin Hood account to Mr. Crook in 1945, with sales quadrupled and six states added to the territory. Last year's increase in sales was 16%.

Glenn Adv. Offices In Both Cities

Mr. Crook prefers to keep the agency a regional operation, so he can closely supervise activities in a limited area.

Glenn Advertising has Dallas and Fort Worth offices, along with a third in Los Angeles. Ray K. Glenn is president. Other officers are Ted Workman, Dallas v-p; John Steward, Fort Worth v-p; Arnold Shaw, Dallas account executive. Accounts include Bewley Mills, Waples-Platter Co.; Frito in Dallas; Taylor-Howe-Snowden, Dallas, radio representative; Lone Star Chain; Oklahoma Network;

MR. CRANSTON
General Manager WBAP

Taylor-Howe-Snowden-owned stations; Cabell's Dairy Stores, Dallas; Thrift Packing, Dallas.

Mr. Workman places advertising on the T-H-S six-station group as well as the 16-station Lone Star chain, the eight-station Oklahoma Network plus several independents. He created the Taylor-Howe-Snowden man, trademark of the group. Almost a fourth of the Glenn billings go to broadcast time.

Video Is Termed 'Golden Opportunity'

Mr. Glenn believes television will give the regional and local advertiser "a golden opportunity to compete for the consumer audience now reached by network radio."

Time buying has become more complex, he feels, due mainly to increased competition in each market caused by granting of new stations. "Such competition, however, can only result in a better dollar's worth for the advertising agency and its clients," he feels.

Grant Advertising, Dallas, is one of the world's major agency operations. It was started in 1935 by Will C. Grant. Technically Dallas is home office for the worldwide organization, but Mr. Grant operates out of the Chicago office. In charge at Dallas and Weslaco, Tex., is Sam W. Hepworth, vice president. R. B. Moreland is radio vice president. Paul Rafferty, account executive, is in charge of the strategy board, with Monty Hurst as radio director. Even Ken Foslien, art director, is radio minded and is working on packages suitable for TV.

Rise of Will Grant Story of Its Own

The rapid rise of Will Grant is a radio story in itself. About the time Mars Candy Co., Chicago, was getting ready to fold Mr. Grant asked for a crack at the account. He opened a one-man office in Chicago, and with the *Dr. I. Q.* program carried the account up to a current $2,000,000-a-year billing including three network programs.

Dr. I. Q. was the creature of Lee Segall, owner of KIXL but then operating in Houston. Mr. Grant tried it out in Atlanta, and the rest is history.

Has Branches In 19 Cities

At present the Grant organization includes branches in 19 cities —seven in the United States and 12 abroad. Accounts include Southland Life Insurance Co., with news on KRLD Dallas and music on KRLD and WFAA; Denison Mattress Co., with dream-type program on WBAP; Skillern Drug Co.; Texas Textile Mills, with news on seven stations and occasional co-op network program; Conro Mfg. Co., using Texas Quality and a half-dozen other stations with news, music, spots and sports; Delaware Punch, using 65 stations coast-to-coast and planning a network test in Texas and California as well as cooperation with local bottlers.

Skillern's, drug chain with about 25 stores in Dallas, offers an instance of almost saturation use of radio by a retailer, sometimes running as high as seven 15-minute shows in one day and spending as much as $125,000 a year on radio.

Shows are generally built around advertised products, with part of the time bill paid by manufacturers.

Tracy-Locke Also Good Radio Billings

At one time the Dallas office was producing 106 15-minute programs a week, plus a number of half-hour and hour shows.

Tracy-Locke, Dallas, is headed by Raymond P. Locke, president.

(Continued on page 14)

KXOL . . . THE SPORTS STATION . . . KXOL . . . TEXAS LEAGUE . . . THE SPORTS STATION . . . KXOL . . . HIGH SCHOOL . . . KXOL . . . HIGH SCHOOL FOOTBALL . . . KXOL . . . FOOTBALL . . . KXOL . . . TEXAS LEAGUE BASEBALL . . . KXOL . . . BASKETBALL . . . KXOL . . . SOAP BOX DERBY . . . KXOL . . . WRESTLING . . . KXOL . . . ICE HOCKEY . . . KXOL . . . KXOL . . . NATIONAL AUTOMOBILE RACES . . . KXOL . . . BASEBALL . . . KXOL . . . HIGH SCHOOL FOOTBALL . . .

If it's HOOPERS you want
KXOL DELIVERS

If it's LETTERS you want
KXOL DELIVERS

If it's RESULTS you want
KXOL DELIVERS

HOOPERS:

Hooper Station Listening Index — August-September 1947

TIME	SETS IN USE	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	KXOL
Weekday Morning Mon. thru Fri. 8 A.M.-12 Noon	13.9	23.9	21.3	4.2	14.7	11.2	1.8	2.1	16.8
Weekday Afternoon Mon. thru Fri. 12 Noon-6 P.M.	16.1	10.8	33.4	7.2	16.2	10.8	3.6	1.6	11.8
Evening Sun. thru Sat. 6 P.M.-10:30 P.M.	23.6	9.2	19.4		9.5	10.9			45.9
Sunday Afternoon 12 Noon-6 PM.	20.6	14.4	25.9	2.2	17.3	13.7	0.7	1.8	16.5

LETTERS:

One ad lib mention that words to a popular song would be sent upon request brought over 300 immediate mail responses. Two follow-up mentions swelled the total number of inquiries to over 2,000. The program on which the offer was made is "Mr. & Mrs. Entertainment". Spot time is available.

RESULTS:

KXOL is the only **day and night** independent station in the wealthy Fort Worth-Dallas area, and KXOL can produce results. A concentrated, low cost, full time coverage makes KXOL the happy medium for national spot time buyers. Ask your John E. Pearson representative.

KXOL

Studios and Offices
Professional Building

1216 Pennsylvania Ave.
Fort Worth, Texas

THE ONLY INDEPENDENT
DAY AND NIGHT STATION

SERVING FORT WORTH AND DALLAS

Dallas-Fort Worth

(Continued from page 13)

Principal officers include Monty Mann, v-p and media director; Morris L. Hite, Scott Leonard, Glenn G. Addington Sr., Ernest S. Lovan, Dan Gillean and John H. Wellenkamp, all vice presidents; Ralph H. Robins, secretary and production manager.

About 25% of all billings go into radio. One of the oldest agencies in the Southwest, it is 35 years old this year. Tracy-Locke services Burrus Mill & Elevator Co. (Lightcrust flour); Imperial Sugar; Byer-Rolnik (Resistol hats); Dr. Pepper Co.; Republic National Bank, Dallas; Mrs. Baird's Bread, Dallas; Borden's Southern Division at Houston.

Over half the Lightcrust flour budget goes into broadcasting with mostly noon broadcasts. The Lightcrust Doughboys, where W. Lee O'Daniel got his political start, are now heard five days a week in a quarter-hour program on 25 powerful stations in 15 states, the hookup including Texas Quality Network.

Famed in the business world is the story of Dr. Pepper. Back in 1932 Monty Mann was using a Dr. Pepper Dixie Network in a dozen states. The sales campaign was built around two phases—a clock symbol suggesting three-a-day refreshment and the food-value slogan, "Drink a bite to eat."

Mr. Mann adheres to the "survival of the fittest" radio theory, foreseeing some failures and consolidations as new stations keep entering the field. He says many station operators and time buyers "are beginning to feel that FM will die a slow death as television begins to infiltrate into the areas beyond metropolitan markets in the North and East, and on the Pacific Coast.

AM Streamlining Is Today's View

"The previous thought that eventually AM radio would be obsolete and non-existent is seemingly changed. It now seems to be popular opinion that standard broadcast radio will eventually be streamlined, improved and continued, sharing honors with television. AM and TV together may conceivably throttle and choke out FM before it has the opportunity to become a habit with mass listenership."

Herbert Rogers Co., Dallas, with Mr. Rogers in charge, handles the McGaugh Hosiery Mills, Sanger Bros. department store and Hal Collins' Baker's Best Hair Tonic accounts. The executive staff includes J. W. Rike and K. O. Billingsley.

Firm Using Radio For 17 Years

About three decades old, the agency has been using radio 17 years, with the McGaugh Airmaid account using chain breaks coast-to-coast and spending $2,500 a month. Sanger store uses KIXL-FM nine hours continuously through the night with music. Hal Collins puts on a quarter-hour daily show direct from the plant. Mr. Collins is m. c. and plant employes provide talent. Using radio, the firm has built up its mail-order business at $1 a bottle to 300,000 bottles a year.

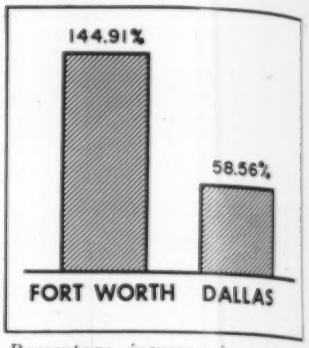
Rogers & Smith, Dallas, buys about $50,000 a month of radio time. Howard K. Smith, executive vice president in Dallas, also directs the Kansas City office. Marie Callahan is director of radio, with J. D. McConnell, Louise Wood Allen and Wilson Goss as account executives. In the radio production department are Mary Anne Baccus and Carol Weaver.

Other Agencies Also Active in Radio

Among accounts are First National Bank of Dallas, Sears Roebuck, Taylor Bedding Co., Dearborn Stoves, Burleson Honey, Ripley Shirt Co., Greater Dallas Motors, Jo Franklin Myers Candy.

Ira DeJernett Advertising, Dallas, was started by Mr. DeJernett in 1935. Executives include Dorothy Musselman and E. Poston Hamilton. The agency's radio accounts include Red Arrow, Waco drug firm, and Padgitt Bros., leather goods.

J. B. Taylor Inc., with Mr. Taylor as president, includes Thomas W. Norsworthy, vice president; Mary Tevis Bennett, treasurer, and Leslie Shultz, secretary and attorney. Jack Taylor was with Tracy-Locke before the war, later managed the Dallas branch of McCarty, of Los Angeles. He formed his agency last November, taking over the business of the McCarty branch.



Percentage increase in manufacturing employes between 1940 and 1947 (100% is April 1940 base).

Radio activities include a daily poetic program with music on KIXL for Bluebonnet Venetian Blind Co., Dallas. An operetta series is planned for a new account, State Fair of Texas.

Ratcliffe Advertising, headed by Morelle Ratcliffe, has developed high school football for Magnolia Oil Co., drawing 40,000 into Cotton Bowl for a championship game.

Gladiola Flour Successful in Radio

Albert Couchman, heading his own agency, has done an active radio job with Gladiola flour for

(Continued on page 18)

HISTORY

Background, Development of Dallas and Fort Worth Stations

WRR Dallas . . .

Tenison 3-6101

Municipal Radio Bldg.

Experiments by Henry (Dad) Garrett of Dallas Fire Dept. signal force led to establishment of WRR. A 50-w transmitter beamed signals to radio-equipped fire wagons to send alarms . . . Record playing between alarms built up unsolicited audience . . . result was that in 1920 WRR was a municipally-owned station broadcasting regular entertainment . . . Became commercial in 1925 . . . in 1931 a separate station was set up to handle fire and police calls exclusively . . . this was originally 5-ZAQ, now KVP, on 1714 kilocycles . . . WRR foots bills to maintain KVP, which handles emergency messages for peace officers throughout North Texas . . . In 1925 studios of WRR moved from fire station to Hotel Adolphus . . . and first city radio commission appointed . . . WRR went to 500 w. . . city put up $10,000 . . . commission collected $22,000 . . . transmitting towers were donated . . . station moved to Jefferson Hotel . . . then Hilton Hotel . . . then Southland Life Bldg. . . . ultimately to present up-to-date studios in Fair Park . . . Edwin J. Kiest, publisher of the *Times-Herald*, acquired an interest in radio . . . this led to establishment of KRLD in 1939 . . . Under Charles B. Jordan's management, WRR revenues increased from $75,000 in 1939 to $398,346 in 1947 . . . Went from 500 w to 5 kw in 1940 . . . New studios constructed in fall of 1939 at Fair Park . . . new transmitting plant in 1940 . . . Mr. Jordan had been with WRR since 1928 . . . starting as announcer . . . and is now vice president of Texas State Network. Dale Drake, former commercial manager of WRR, succeeded Mr. Jordan.

Basic Rates

Here are the basic one-time hour rates charged by Dallas-Fort Worth AM stations:

DALLAS

WFAA-820 kc, $480; WFAA-570 kc, $240; KRLD, $450; WRR, $200; KSKY, $80; KIXL (listed by half-hour), $60 a half-hour; KLIF, $66.75.

FORT WORTH

WBAP-820 kc, $480; WBAP-570 kc, $240; KFJZ, $200; KWBC, $100; KXOL, $60; KCNC, $80.

KLIF Dallas . . .

Winfield 0328

Cliff Towers Apt.-Hotel

Went on air Nov. 9, 1947 . . . "Cliff," a parrot squawked station breaks . . . Station represented realization of ideas of Gordon McLendon, who began building station on paper while serving as Navy Japanese-language officer . . . Mr. McLendon's father has Texas theatre and radio interests . . . Mr. McLendon is married to a daughter of former Louisiana Governor Noe, also in radio field . . . estimated KLIF investment about $375,000 . . . Studios in Cliff Towers apartment-hotel, in Oak Cliff, populous "bedroom" suburb of city . . . KLIF is heavily sports-minded . . . features play-by-play reconstructions of sports events . . . dramatizing with sound effects on basis of wire reports . . . Young Mr. McLendon

also goes on air in gag news feature as Lowell Gram Kaltenheater . . . Station has own news staff . . . Disc jockeys include two Negro jockeys catering to audience of 85,000 Negro residents in Dallas.

KSKY Dallas . . .

Central 6193

Hotel Stoneleigh

Took air Sept. 28, 1941 . . . "Your Sky Station" . . . Owned by Mr. and Mrs. A. H. Chilton . . . a news-and-music station . . . five minutes of AP news every hour on hour . . . large record library . . . uses slogan "an easy listening habit . . . a beacon of shining daytime" . . . A non-affiliate daytime station, frequency 660 kc, 1000-w power . . . managed by R. G. Terrill . . . office supervisor, Dorothy M. Smith . . . chief engineer, M. M. Ming . . . Studios atop Hotel Stoneleigh.

KWBC Fort Worth . .

2-9231

Houston at 9th St.

Station's slogan, "Serving Over A Million Texans," result of contest when KWBC first went on air in 1946 . . . For a 1 kw station it boasts great coverage . . . one-half millivolt contour said to extend 85 miles in all directions from Fort Worth . . . broadcasts on 970 kc.

KFJZ Fort Worth . . .

3-3473

1201 W. Lancaster

Started as one-man operation in 1922 . . . several years as 100-w station . . . went to 250 w in 1935 . . . Elliott Roosevelt, son of President, bought station in 1937 . . . his wife at time was Fort Worth resident . . . in 1939 KFJZ absorbed old KTAT . . . in 1941 went to 5 kw . . . built own building in 1938 . . . handsome stone structure on fringes of downtown Fort Worth . . . station transferred to

(Continued on page 16)

MR. WALLACE
KWBC General Manager

Fulltime AMs

DALLAS

WFAA-820 (NBC, Texas Quality), 820 kc-50 kw clear-channel; Dallas Morning News-owned; Martin Campbell, Gen. Mgr.; Edward Petry & Co., Nat'l. Rep.

WFAA-570 (ABC), 570 kc-5 kw; see WFAA-820.

KRLD (CBS, Texas Broadcasting System), 1080 kc-50 kw; Dallas Times Herald-owned; Clyde W. Rembert, Gen. Mgr.; Branham Co., Nat'l. Rep.

WRR (Mutual), 1310 kc-5 kw; City of Dallas, owner; Dale Drake, Mgr.; Weed & Co., Nat'l. Rep.

FORT WORTH

WBAP-820 (NBC, Lone Star), 820 kc-50 kw clear-channel; Fort Worth Star Telegram-owned; George Cranston, Gen. Mgr.; Free & Peters, Inc., Nat'l Rep.

WBAP-570 (ABC, Lone Star), 570 kc-5 kw; see WBAP-820.

KFJZ (Mutual, Texas State), 1270 kc-5 kw; Texas State Network-owned; Gene L. Cagle, President & Gen. Mgr.; Weed & Co., Nat'l. Rep.

KXOL, 1360 kc-1 kw; Fort Worth Bcstg. Co., owner; Russ N. Lamb, Gen. Mgr., John E. Pearson Co., Nat'l. Rep.

* * *

Daytime AMs

DALLAS

KSKY, 660 kc-1 kw; Mr. and Mrs. A. L. Chilton, owners; R. G. Terrill, Gen. Mgr.

KIXL, 1040 kc-1 kw; Variety Bcstg. Co., owner; Lee Segall, President & Gen. Mgr.; Forjoe & Co., Nat'l. Rep.

KLIF, 1190 kc-1 kw; Trinity Bcstg. Corp., owner; Gordon McLendon, Vice President & Executive Director; Burke, Kuipers & Mahoney, Nat'l. Rep.

FORT WORTH

KWBC, 970 kc-1 kw; Worth Bcstg. Co., owner; Forrest Wallace, Gen. Mgr.; Rambeau, Nat'l. Rep.

KCNC, 870 kc-250 w; Blue Bonnet Bcstg. Corp., owner; J. H. Speck, President & Gen. Mgr.; Walker Co., Nat'l. Rep.

* * *

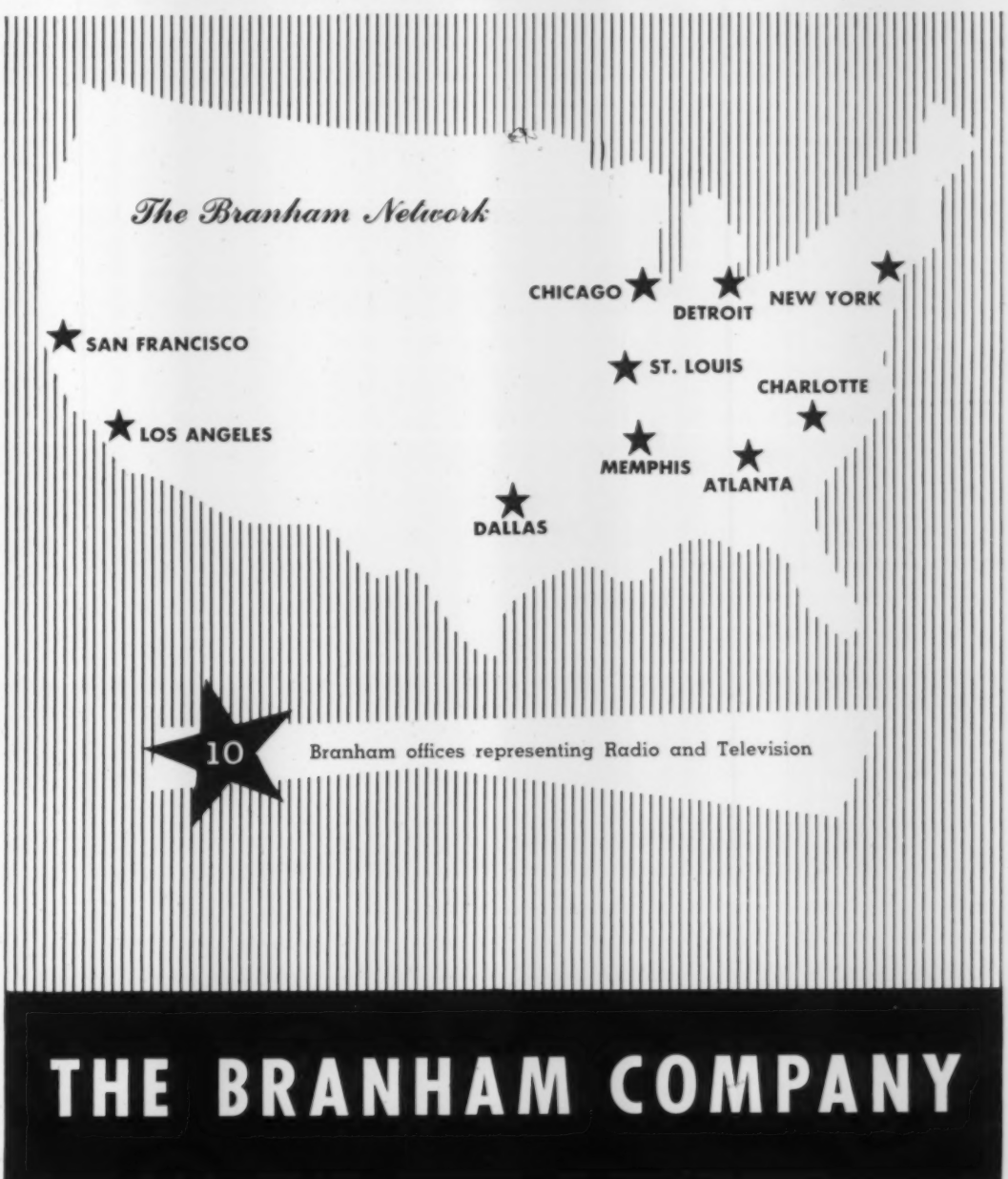
FMs

(ALL IN DALLAS)

WFAA-FM, Channel 250, 98 mc-14 kw; Dallas Morning News-owned; on air 1946.

KIXL-FM, Channel 283, 104.5 mc-34 kw; Variety Bcstg. Co., owner; on air 1947.

KRLD-FM, Channel 223, 92.5 mc-50 kw; Dallas Times Herald, owner; on air 1948.



People

LISTEN TO SHOWS not to STATIONS

FIRST in DALLAS with MAJOR LEAGUE BASEBALL

•

FIRST in DALLAS with PRO FOOTBALL

Serving Dallas and Fort Worth
The Southwest's NUMBER ONE SPORTS STATION

KLIF 1190 on the DALLAS DIAL

Histories

(Continued from page 15)

Texas State Network ownership last year . . . network was Mr. Roosevelt's idea, linking small stations with local appeal . . . originally network had about 23 stations, dropped to 14, now up to about 19 . . . ownership of network with group of Fort Worth oil men . . . network also owns WACO Waco, KNOW Austin and KABC San Antonio and is spearheaded by Gene Cagle . . . KFJZ concentrates on local type of program . . . General Manager Cagle joined station in 1933 as $40-a-month part-time announcer . . . became salesman, commercial manager in 1941 . . . general manager since 1944.

WFAA Dallas . . .

Riverside 9631

Santa Fe Bldg.

Outgrowth of late Walter Dealey's hobby . . . he was brother of E. M. (Ted) Dealey, now publisher of *Dallas Morning News*, which owns WFAA . . . Station went on air June 26, 1922 . . . more than $1,000,000 spent before station became profitable . . . pioneered polycylindrical diffusion studio acoustics . . . original studio was tent pitched in Dallas *News* library to kill echoes . . . first experimental broadcasts were from 9x9 ft. shack on roof of *News* building in downtown Dallas . . . started with 50 w . . . in September 1922, became Class B 500-w outlet . . . studios for a time atop Baker Hotel . . . WFAA joined NBC early in 1927, not many months after network was organized . . . was first Texas station to become affiliated with a national network . . . early educational lectures resulted in Texas School of Air . . . today more than 2,000 schools participating . . . broadcast five mornings weekly over Texas Quality Network stations during school year . . . went to 50 kw in 1929 . . . shares clear channel with WBAP Fort Worth . . .

MR. HARRIS
Director, Texas Quality Network

MR. CULLUM
KCNC Vice President

Moved to present penthouse studios atop second unit of Santa Fe Bldg. June 23, 1941 . . . a two-story unit, with five studios, five control rooms, 30 other rooms and offices . . . studios first to be designed with new polycylindrical diffusion treatment . . . In September 1940, *News* acquired half interest in KGKO . . . Oct. 15, 1945, W5XIC launched . . . first FM development station in Texas, forerunner of KERA-FM, which went on air October 1946 . . . first FM in Dallas-Fort Worth area . . . now WFAA-FM . . . In April 1947 FCC abolished KGKO, assigned its 570-kc frequency half time to WFAA, half to WBAP . . . Last BMB figures indicated WFAA listening audience of more than 1,300,000 radio homes.

WBAP Fort Worth . .

3-1234

Medical Arts Bldg.

Launched May 2, 1922 . . . studios in Col. Louis F. Wortham's office in *Star-Telegram* building . . . happiest at the feeble 10-w squawk was Harold V. Hough, present circulation manager of *Star-Telegram* and director of radio for the Carter Publications . . . Mr. Hough's baby, the broadcasting unit, was put together from $250 worth of parts under the skeptical eye of Mr. Hough's boss, Amon G. Carter . . . George Cranston, present WBAP manager, joined station in 1929 . . . Cowbell signal used in 1922 for station breaks still WBAP trademark . . . WBAP, one of the first stations to give livestock, grain market reports . . . 1923 highlights were a Texas League baseball broadcast, descriptions of outlaws wanted by sheriffs . . . First broadcast of famed Fat Stock Show in 1924 . . . a factor in success of Senator Connally's first race for Senate in 1928 was series of WBAP state-wide pickups . . . in 1935 WBAP began regularly scheduled newscasts . . . in 1944 built own news staff, now numbering 12 . . . 1943 created Farm Bureau to supply farm and ranch information . . . Layne Beaty hired from U. S. Dept. of Agriculture to become farm editor . . . Beaty often travels 50,000 miles a year on job . . . among WBAP-claimed alumni are NBC's Don Gillis, Ted Benecke, Nelson Olmstead, Announcer Del Sharbutt and Lum 'n' Abner . . . Member Lone Star chain.

KRLD Dallas . . .

Central 6811

Hotel Adolphus

KRLD started Feb. 14, 1926 . . . licensed to Dallas Radio Laboratories, which was acquired by Edwin J. Kiest, publisher of the Dallas *Times-Herald*, shortly after it started . . . owned by paper ever since . . . started as 500 watter . . . shared time with KTHS Hot Springs, Ark., for awhile . . . transmitter originally in Hotel Adolphus . . . later north of city . . . went to 10 kw in April, 1928 . . . operates simultaneously on same frequency as WTIC Hartford . . . July 1939 went to 50 kw . . . KRLD oldest CBS affiliate in entire South . . . 16th station to join CBS . . . CBS outlet for Dallas and Fort Worth . . . gives 10th largest coverage of any CBS affiliate . . . KRLD originates championship high school football games for Magnolia Oil Co. . . . Clyde Rembert is general manager . . . has been with station more than 20 years . . . Mr. Rembert is one of original members of CBS advisory board . . . served three terms . . . He is director of the NAB 13th district, covering state of Texas . . . studios of KRLD now occupy whole wing of the Adolphus, on mezzanine floor . . . John W. Runyon, first vice president of *Times-Herald*, is president of KRLD . . . Tom C. Gooch, publisher of *Times-Herald*, is chairman of the board of KRLD Radio Corp., subsidiary of Times-Herald Printing Co.

KIXL Dallas . . .

Riverside 4521

1401 S. Akard St.

Long before KIXL took the air June 8, 1947, Dallas knew something different in the way of a station was coming . . . Lee Segall wrestled for months with delays, and joked about his tribulations in clever newspaper advertising . . . the day KIXL finally went on the air, Mr. Segall ran a perfumed-ink ad to the effect that "the air is sweeter in Dallas" with KIXL on the air . . . stockholders included movie star Tyrone Power and Mr. Segall's father-in-law, Carl Metzger, Texas dairy products company founder . . . KIXL was conceived as a "radio man's idea

MR. HARDING
Dallas Manager, The Branham Co.

of a radio station" . . . Mr. Segall originated, still owns and writes *Dr. I. Q.* and created *Vox Pop.* Talking about KIXL, Mr. Segall says: "It is as planned as anything could be . . . we do everything other stations weren't doing . . . as a newspaper has a character, or a book, or a home, so must a station . . ." station breaks accompanied by something original . . . announcer says, "Here's something to think about," reads a maxim or sentiment, pauses, says in an intimate way, "Think it over" . . . KIXL took an initial investment of about $200,000 . . . Mr. Segall said the station was operating in the black three months after it went on air . . . KIXL also has FM.

KXOL Fort Worth . . .

3-1448

1216 Pennsylvania Ave.

Commenced operations April 2, 1947, 1 kw fulltime independent station . . . first night broadcast exhibition baseball game . . . later broadcast Texas League ball games on exclusive basis . . . Russ N. Lamb is general manager . . . KXOL was carrying about 125 accounts during first fall-winter season, including all four of retail credit clothiers in city who are big radio advertisers . . . Four of the six department stores have also bought time . . . KXOL *Hillbilly Supper Club* and *Mr. and Mrs. Entertainment Show* were developed to work the hillbilly vein . . . KXOL promotional slogans: Fort Worth's ONLY Independent Day and Night Station; To the Man Who Hasn't Heard of You—You Don't Exist; Special Emphasis on Special Events . . . The Fair, Fort Worth department store, used a once-a-week 15-minute program featuring a Sinatra-like high school boy crooner, to promote Junior Dept. . . . Sales increases ranged from 40% to 150% over same months of the previous year . . . On a list of 123 accounts that were among KXOL advertisers, 55 used hillbilly shows of some kind.

KCNC Fort Worth . .

2-7175

705½ Main St.

Started Feb. 15, 1947, as partnership by J. H. (Jim) Speck, now general manager, and Elliott Wilkinson, vice president and treasurer, and A. Earl Cullum Jr. . . . Messrs. Wilkinson and Cullum live in Dallas . . . Mr. Cullum is a consulting engineer . . . Mr. Speck was with WFAA Dallas, on the engineering side, before the war . . . was signal officer of the 464th Bombardment Group of the Air Forces in Italy in war, with rank of major . . . a 250-watter, daytime, primarily appealing to the local Fort Worth audience, making a special play to the colored segment of the population part of time . . . has a colored disc jockey . . . colored bands are favored . . . national representative for KCNC is Walker Co. . . . basic hourly rate, $80 . . . Negro population of Fort Worth about 55,000 to 60,000.

MR. BRIMM
Dallas Manager, The Katz Agency

TEXAS TV EMERGES
O'Daniel Incident Convinces
—Hough on That Point—

"RADIO has grown up" says Harold V. Hough, sage of the Southwest who doubles in brass as director of the Forth Worth *Star Telegram's* stations, WBAP and upcoming WBAP-TV. Here's how:

About three o'clock May 20, Senator W. Lee (Pass the biscuits, Pappy) O'Daniel sent to WBAP, key of the Lone Star chain, the advance script of his address to be delivered at 8 p.m. that evening announcing that he would not run to succeed himself in the Senate. In sending over the script for advance perusal, he simply admonished the station to "take care of this."

Although a number of station executives had read the address and newspapermen were clamoring for information, the story did not leak.

"That proves how radio has grown up," Mr. Hough philosophized.

BEAM YOUR SPOT BROADCASTS AT THE HOTTEST SPOT IN TEXAS

There's millions in buying power in the big, new "MILLIONAREA" of Texas — the rich Fort Worth-Dallas market.

KCNC listeners, by actual mail check, will be found from Waco to Wichita Falls, from Tyler to Ranger — blanketing the "MILLIONAREA".

You, too, will find KCNC "a friendly spot on the dial" — with friendly listeners — ready to make friends with your product.

Send for full information about KCNC's high coverage and low rates today.

The Walker Co.
National Representative

ATTENTION!

Mr. Station Manager

●

Are your expenses too high? Do you have trouble getting GOOD script writers?

●

Radio Station KIXL in Dallas managed and programmed by Lee Segall (creator-owner of network shows including DR I.Q.) will supply you with **EIGHT HOURS of DAILY programs.** Complete scripts plus music sheets for a total cost of only $50.00 per week.

●

KIXL's program schedule has won praise from all over the country.

●

For full details about this program schedule that will give you EIGHT hours each and every day of fresh radio write to:

KIXL
c/o RADIO TOWN
1401 S. Akard
Dallas, Texas

Dallas-Fort Worth

(Continued from page 14)

Fant Milling Co. Nine years ago the product was little noticed in the Southwest. Now Gladiola claims to sell one of every five bags of family-type flour. Fant spends 75% to 80% of its budget on radio.

Parker Willson, long in Chicago radio as announcer, musician and m. c., heads Parker Willson Advertising in Fort Worth. For three years he was advertising manager of Burrus Mill & Elevator Co., using radio extensively for Lightcrust Flour. The agency's accounts include Universal Mills, Ernest Allen Motor Co., Glen Mattress Co. and Terrell Supply Co.

Fort Worth Officers of Firm

Officers of Albert Evans Advertising, Fort Worth, are Albert Evans Jr., senior partner, and Gordon N. Teague Jr., partner. Account executives are Gene M. Lightfoot and Dorothy Cantrell. Started in 1924, the agency handles advertising for Premier Oil, Williamson-Dickey Work Clothes, Texas Motors and Foremost Dairyland (Southwest Division).

Rowland Broiles Co., Fort Worth, puts about 40% of its billings into radio. Officers are Rowland Broiles, president; Maxwell Goodman, vice president and manager; J. Frank Lively, vice president and production manager; Mrs. Inez Brower, secretary. In the radio department are Marion Mabey and Mrs. Claudia Benge.

Radio accounts include Mrs. Baird's Bakery; Burrus Feed Mills; Chickasaw Lumber Co.; Louis Daiches, jewelers; Equitable Building & Loan Assn.; W. B. Fishburn Inc.; First National Bank of Fort Worth; Fort Worth Transit Co.; Hatters Inc.; Mutual Savings & Loan Assn.; Vandervoort's Inc.

Mr. Broiles started the agency 12 years ago. He had handled Eddie Lee and W. Lee O'Daniel. A 35-word announcement on WBAP for Mutual Savings once brought in a $5,000 deposit from a listener in Omaha.

Dallas Campaign

BIRELEY'S Beverages, General Foods fruit flavor drinks, is being introduced in the Dallas area. Young & Rubicam, New York, is buying time on Dallas stations. Hart H. Miller, former Dr. Pepper sales manager, heads the new Dallas bottling company for Bireley's.

DALLAS RELATIVE
Will Unravel Tax Problems
For 'Walking Man' Winner

WHAT do you do when you hit the radio jackpot?

Mrs. Florence Hubbard, the Chicago woman who identified Jack Benny as the "Walking Man," is letting a lawyer relative in Dallas handle the sale of some of the big items.

Prizes advertized in Dallas included buys in a plane, typewriter, washer, movie projector, refrigerator, deep freeze, vacuum cleaner, and motor boat.

Sample price: $459 Servel 8½ cu. ft. gas refrigerator for $395.

TCU Outlet

A CAMPUS RADIO staton will be started at Texas Christian U, Fort Worth, with the fall semester. Programs will be audible only within the campus area. Representatives of KSMU, the Southern Methodist U. station at Dallas, are advising TCU speech department professors in setting up the unit.

POTTER SEEKING SITE FOR DALLAS TV TOWER

AFTER A TURNDOWN by the Dallas City Plan Commission, Tom Potter will take his case for constructing 500-foot television tower at an outlying Dallas site before the City Council about June 22.

Mr. Potter, Dallas oilman, who holds a TV permit, seeks to construct the tower atop a building in the Lakewood shopping center northeast of downtown Dallas. Residents opposed the tower at hearings on grounds that zoning was against structures more than two and half stories high in the district. Also it was argued the tower would be an aircraft hazard.

WFAA Speaker

LOUIS A. BREAULT Jr., WFAA Dallas-Fort Worth public affairs director, spoke before the Wichita Falls Rotary Club on the subject of "Homer K. Saphead," the station's mythical motorist who does everything wrong on the road—and thereby dramatizes safety lessons.

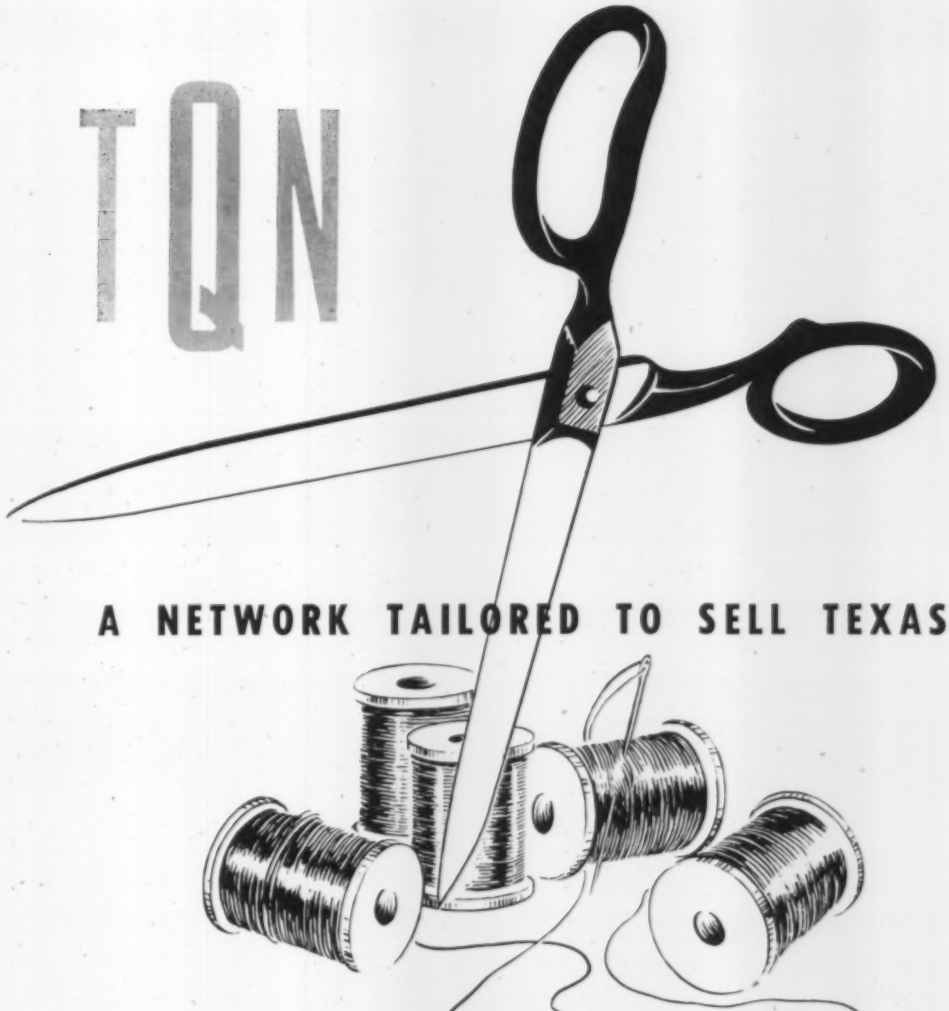
Surveys of Other Major Radio Markets Are Underway

★ ★ ★

Future Issues of BROADCASTING will Carry Reports on:

- **Philadelphia**
- **Atlanta**
- **Los Angeles**
- **Boston**
- **Chicago**
- **Twin Cities**
- **Baltimore**
- **San Francisco**

TQN



A NETWORK TAILORED TO SELL TEXAS

The "Quality" Network, threading through sixteen years of continuous programming for the people of the Southwest, offers to its hundreds of thousands of regular listeners top quality stations in the Southwest's top quality markets. The prestige of these old established leaders, reaching 78% of all radio homes in Texas, makes TQN synonymous with QUALITY.

TEXAS QUALITY NETWORK

WOAI (San Antonio) KPRC (Houston) WFAA (Dallas-Ft. Worth) KRIS (Corpus Christi) KVAL (Brownsville)

BROADCASTING Influences More Radio Buyers Than the Rest of the Publication Field Combined

*According to WJW Survey**

FOR the second year in a row, radio station WJW, Cleveland ABC affiliate, conducted a survey to register the recognition value of its trademark—the WJW Indian Chief—and again the figures showed an amazing recognition percentage, and a top-heavy preponderance of trade reference to BROADCASTING among time-buyers and agencies.

WJW's survey established a 57% recognition figure for their advertising in both surveys proving a consistency which station officials were at first prone to doubt, but of which they were later convinced. Of the 57% who did recognize the trademark, 48% named BROADCASTING as the magazine in which the ads were seen.

The two surveys were remarkably parallel in effect. In 1947, 8,500 cards, picturing the WJW Chief, were sent out to time-buyers and agencies, asking three questions: "Do you ever see him? In what publications? What does he advertise?" 19% of these were returned with 30% of the returned cards claiming to have seen WJW ads. As mentioned before, 57% of those who had seen the trademark, recognized it, and 48% of the 57% named BROADCASTING as the publication, leaving the rest of the trade magazines dispersed among the remaining 9%.

In 1948, from the same number of cards, 24% were returned, an increase of 5%. 41% of these respondents had seen WJW ads, indicating a cumulative growth over the previous year's figure of 30%. Again 57% recognized the Chief as representing WJW. BROADCASTING once more established itself as leader in the trade magazine field with 45% of the respondents naming it as the publication in which they had seen the ads.

That's the story—and a very musical one indeed to both WJW and BROADCASTING. Very probably the advertiser doesn't live who would not settle for this volume of recognition. It proves also what many advertising men have long claimed. A good trademark, imaginatively used, just about assures recognition, of a very high degree.

Some of the favorable comments listed on the cards attest more graphically than figures what the respondents thought of the Chief as a trademark. "Don't ever change it. I think it's darn good. Swell trademark—get me one as good! A good trademark, attention getter, I see it everywhere, it seems to me. Good trademark—good recognition value!"

May 13, 1948

*Press Release from FOSTER & DAVIES, Inc., Keith Building, Cleveland, Ohio.

FICK NAMED TO HEAD NEW GE TV RESEARCH

A NEW television division has been established in the General Electric Research Laboratory, according to Dr. C. G. Suits, GE vice president and director of research. In view of the company's large activity in the television field, he explained, "it was considered appropriate that the Research Laboratory be in a position to make fundamental scientific contributions on which to base future technical progress."

In making the announcement, Dr. Suits said that Clifford G. Fick, until recently division engineer of the Receiver Division of the Electronics Dept., had been chosen head of the new division.

Mr. Fick is a native of Ida Grove, Iowa, and was graduated from Iowa State College in 1925 with the degree of B. S. in electrical engineering. In August of that year he joined the General Electric Test Course. He was connected with the Transmitter Division until 1944, when he joined the Receiver Division.

WOAK (FM) in Oak Park Starts on Channel 252

WOAK (FM) Oak Park, Ill. is now on the air on Channel 252, 98.3 mc fulltime.

The Class "A" station's studios and offices are located in the Hotel Guyon. Facilities include two studios, a control room, news room with AP teletype service, two private offices, a general office, reception room and work shop.

WOAK is owned and operated by the Gale Broadcasting Co. Officers include Bernard Jacobs, president and station manager; Lester E. Jacobs, vice president, and Harry Brown, secretary-treasurer. Staff members include Jack Shelfrin, program director; John F. Mulholland, commercial and promotion manager; Robert E. Taylor, Harold Cunningham, Gerry Thomas, staff engineers; Miss Barbara Mattoon, continuity writer, Robert Gigante, Myron Barg, and James Wimmer, staff announcers. Station began operation May 16.

WJLD-FM Now Operating From Birmingham, Ala.

WJLD-FM Birmingham, Ala., went on the air May 23 on Channel 284 (104.7 mc) with temporary power of 3 kw. Station is licensed to Johnston Broadcasting Co. owner of WJLD Bessemer, Ala.

Operation is from 3:00 to 9:00 p.m. and Mutual programs will soon be carried, according to James Connolly, assistant manager. WJLD-FM is located on top of Red Mountain.

RADIO ADVERTISING will be among courses to be offered to students majoring in advertising at Department of Journalism at Michigan State College this fall.

PARTICIPATING in dedication of KSUH Susanville, Calif. [BROADCASTING, May 31] are (l to r): Nolan Hallowell and James E. McKahan, station owners, and Commander A. W. Scott, whose program, "Romance of the Highways," is carried on Mutual-Don Lee Network. KSUH is 250 w fulltime on 1240 kc.

Rate Card No. 1 Readied By W6XIS at Salt Lake

RATE CARD NO. 1 for W6XIS Salt Lake City, beginning commercial video operation on Channel 4 (66-72 mc) early this month, will be distributed soon to the trade.

According to S. S. Fox, president and general manager of the Intermountain Broadcasting Co., owner and operator of W6XIS and KDYL Salt Lake City, the new rate schedule is based on a straight rate scheduled for day and night. The basic rate, which includes transmitter and film facilities, services of staff announcer and recorded music for background or film commercials, is divided into the following seven units: One hour, $100; 30 minutes, $60; 20 minutes, $50; 15 minutes, $40; 10 minutes, $30; five minutes, $20, and one minute, $15.

Remotes or programs using live talent or those requiring extra facilities or personnel are not covered in the basic rates. Rehearsals in excess of the gratis 2:1 ratio (based on airtime) will cost $15 per quarter hour or portion thereof. Charges for air time and facilities are subject to 15% agency commissions.

Films for Stassen

NOVEL approach to the use of film in political campaigning was introduced in New York May 27 when Harold Stassen utilized film inserts during a speech on WCBS-TV New York. Jerry Fairbanks Productions made the films on subjects referred to in Mr. Stassen's speech. Inserts were prepared on order of Mr. Stassen's backers.

New Business

(*Continued from page 16*)

4:30-5 p.m. (CDT). Program takes summer hiatus June 6. Agency: Schwimmer & Scott, Chicago.

LAMBERT PHARMACAL Co. (Listerine toothpaste) not renewing *Abe Burrows* Saturday on CBS after June 26 broadcast. Advertiser dropping out of radio for remainder of year, but hopes to return after that.

QUAKER OATS CO., Chicago (Aunt Jemima), July 1 renews for 52 weeks first quarter of *Ladies Be Seated*, on ABC, Mon.-Fri., 2-2:30 p.m. (CDT). Agency: C. J. LaRoche, Chicago.

Adpeople • • •

ROBERT S. LARKIN, who joined Philip Morris & Co. in November 1947 after six years of merchandising and account work with Compton Adv., New York, named sales promotion manager for Philip Morris.

ROBERT J. ROTH, director of radio and promotion for Byer-Rolnick Co., Garland, Tex. (Resistol hats), appointed advertising and promotion manager, succeeding **IRVING PIERCE**, named sales manager. Mr. Roth continues supervision of radio activities.

JAMES E. GALLAGHER, formerly in sales promotion and advertising with Shell Oil Co., appointed assistant to advertising manager of Rubsam & Horrman Brewing Co., Staten Island.

HOMER REPLOGLE, general sales manager, and **E. LLOYD DOSCH**, merchandising manager, elected vice president for sales and vice president for merchandising, respectively, of American Home Foods, New York.

ZENN KAUFMAN, merchandising director, Philip Morris & Co., is the father of a boy, Roger, born May 21 in New York.

Large Expansion Planned By Calif. Rural Network

CALIFORNIA RURAL Network will be extended to full state coverage, according to a statement by W. L. Gleeson, president of Broadcasting Corp. of America, Riverside, Calif. Plans now call for inclusion of between 20 and 30 stations in the BCA California Rural Network.

Network has been operating for over a year in Southern California and includes KPRO Riverside, KPOR San Bernardino, KREO Indio, KROP Brawley and KUCB Blythe, all owned by Broadcasting Corp. of America.

KGO-FM Back On Air

KGO-FM San Francisco, which had been off the air for two weeks returned to the air June 1. During that time KGO was transferred from its old AM transmitter site in Oakland to the new television-FM site atop Mt. Sutro in San Francisco. The FM transmitter, which duplicates all KGO-FM programs was installed in the Adolph Sutro mansion, now housing KGO-TV as well as KGO-FM. A temporary antenna was erected atop the house for use until the 500-ft. television-FM tower, on which construction will start soon, is completed.

EIGHTEEN-week Television Survey and Workshop course and eight week Radio Dramatics course will be offered as part of summer program of U. of California Extension, Los Angeles.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB
JOHN T. SCHILLING
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

ALL THE SIGNS POINT TO

KFDM

ORANGE
BEAUMONT
PORT ARTHUR

One Big Market

A well balanced, permanent market with bustling diversified industries. Dairying, shipping, lumber, building, rice, petroleum, synthetic rubber, tung nuts, muskrat industry and numerous other activities make this AN IMPORTANT GULF COAST MARKET!

BEAUMONT
TEXAS

KFDM

560 KC. · 1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Production

HAAN J. TYLER, KFI Los Angeles sales manager, has been named program director and coordinator of television operations, replacing **CHARLES E. BROWN**, who resigned to become general manager of Video Broadcasting Co. No replacement has yet been named for Mr. Tyler. He has been with KFI for past five years. Previously he was sales manager, KSFO San Francisco, Los Angeles manager of Free & Peters Inc. and account executive and radio director of John H. Dunham Co. Adv., Chicago.

WILLIAM S. PERRY, former manager of WLAC Nashville, Tenn., and later with CBS in New York, has joined WWDX-FM Paterson, N. J., as program manager. **BOB CLAYTON** has joined WWDX announcing staff.

JAMES E. BURKE Jr. has been appointed director of special features of KMBC and KFRM Kansas City, Mo., succeeding **JOHN S. McDERMOTT**, who has been named promotion director. Mr. Burke entered radio in 1938. He comes to KMBC-KFRM after two years in New York where he had male lead in "Rose of My Dreams" and appeared in other CBS and NBC shows, including "Stella Dallas," "Studio One," and "Mr. Keen." In new post he will handle public service as well as remotes and other special events.

Mr. Burke

ROLFE BOSWELL, of editorial staff of "New York Sun," June 2 began duties as annotator of "Musicalendar" program over WABF (FM) New York.

WALTER LURIE, MBS executive producer, is in Hollywood for two months conferences regarding new network shows.

JAMES T. VANDIVEER, director of public service programming of KFI Los Angeles, has been named director of remote programming for KFI-TV, reporting to **RONALD C. OXFORD**, executive producer of KFI-TV.

MEL KAMPE, former publicity director for WIL St. Louis, has joined WLOX Biloxi, as head of continuity and general assistant to program director. He had been with WIL for more than 10 years.

BILL HERSON, morning man at WRC Washington, has been appointed Washington representative of baseball star Bob Feller's Popsicle Youth Awards for youngsters who deserve credit for outstanding courage and achievement.

BOB GRAHAM, farm commentator of CBH Halifax, has been moved to CBX Edmonton, as farm commentator for prairie region of CBC.

BETTY WINCHESTER, women's director for WGGG Gainesville, Fla., has been awarded first honorary membership extended by Los Picaros De Quevedo, Spanish honorary fraternity at U. of Florida, for "her devoted efforts to promulgate and further Pan-American good-will through her radio programs" on WGGG.

NAN WRIGHT, vocalist, formerly with Frankie Carle and Blue Barron, has joined talent staff of WLW Cincinnati. Other vocalists joining WLW are **GEORGE CARROLL**, rejoining after absence of one year and replacing **JACK BROWN**, resigned; and **KENNY ROBERTS**, formerly with KMOX St. Louis.

DES KEARNEY and **GERARD HERBERT** have joined announcing staff of CKCO Ottawa. Mr. Kearney was formerly with CJFX Antigonish, CJLS Yarmouth, CKSF Cornwall and CKEY Toronto. Mr. Herbert has been staff announcer of CKCR Kitchener.

SCOTT SEIFERT has joined KXRN Renton, Wash., as program and promotional manager. Formerly with KRSC Seattle, he has also had radio and television experience in Hollywood.

ROBERT V. BROWN, NBC Western Division program manager, arrived in New York June 4 for three months to study television programming. **HOMER CANFIELD**, NBC Western Division production manager, replaces him during that time.

DOROTHY FLETCHER, for past eight years secretary to general supervisor of programs, **CHARLES JENNINGS**, Toronto CBC offices, has been appointed program assistant for CBC at United Nations, New York.

JOE ELDRIDGE, formerly with WKNE Keene, N. H., WEIM Fitchburg, Mass., WXHR-FM Cambridge, Mass., and WCRB Waltham, Mass., has joined staff of WSUN St. Petersburg, Fla.

RAY BROCK, formerly with WBEX Chillicothe, Ohio, has joined WZIP Covington, Ky., as staff announcer and **LEO UNDERHILL**, former program director of WPTW Piqua, Ohio, has joined production staff.

TERENCE GIBBS, formerly of Decca Records Co., London, has joined production department of CBC at Toronto.

DON GILLIS, NBC composer and production director was awarded degree of Doctor of Music by Texas Christian U. when a concert made up of his compositions was given June 6. Mr. Gillis, who produces NBC symphony broadcasts, is former Texas Christian U. teacher.

HUGH MORRISON has rejoined Canadian Broadcasting Corp. as supervisor of its Latin American services. He first joined CBC at Toronto in 1937 as supervisor of talks. In 1942 he went to New York with a Latin American airline, and for past two years has been in public relations work there.

GORDON SHILLABEER, former producer and operator of CJCA Edmonton, has joined CBX Edmonton, as producer.

ROC HILLMAN, formerly with Kay Kyser's band, has joined KLAC Hollywood, as musical director. He replaces **STAN BLACK**, resigned.

Dr. KARL T. GEIRINGER, professor of history and theory of music at Boston U.'s College of Music, will be heard during summer months on "The Music's the Thing" show over WMEX Boston.

GERVIS S. BRADY, program director of WHBC Canton, Ohio, has been named director of Canton Advertising Club.

FRED EDWARDS, m.c. of "Midnight Jamboree" over KRLD Dallas, has left for Hollywood to make pictures for Monogram Films. Mr. Edwards will resume his program upon his return from Hollywood in July.

BARBARA HALL, continuity director of WHCU Ithaca, N. Y., has been chosen "Community Ambassador" of Ithaca to go to Denmark for eight weeks this summer on state-wide community project in International Understanding.

ERSKINE JOHNSON, columnist and radio commentator, has been signed to three year contract for video film series based upon Hollywood doings, and personages.

JACK T. H. FENETY, announcer of CFNB Fredericton, has been appointed program director. He joined CFNB in 1945 after discharge from Canadian Army.

BETTY MEARS, NBC Western Division staff writer, has been appointed to Education Committee of Television Academy of Arts and Sciences.

NANCY HOLME, CBS Hollywood director of education and public relations, has been awarded certificate of appreciation by National Conference of Christians and Jews "for superior assistance in the promotion of American Brotherhood."

BUB BOLTON, chief announcer at CJAV Port Alberni, B.C., has resigned.

PETER LAVALLEY, formerly of CHAT Medicine Hat, has joined announcing staff of CJCA Edmonton.

WOMEN active in radio in Fort Wayne, Ind., have formed new organization to be known as Women Broadcasters. Organizers include: **JANE WESTON**, WOWO; **POLLY BAKER**, WPTW; **PEGGY BORDEN**, WKJG; **BARBARA EVANS**, WOWO-FM; **MARY McDONALD**, WGL; **MADGE ROEMER**, WFTW; **JEANNE NEWMAN**, WANE, and **PAT SANFORD**, WKJG.

EMILY WESTCOTT, narrator of "Make Home Your Hobby" on WIBX Utica, N. Y., has appointed **CLAUDE BARRERE** as her program representative.

VINCENT F. MITCHELL, assistant to manager of Operations Division, NBC program department, has been awarded Bronze Star Medal for exemplary conduct in combat in Europe during March 1945.

BOB JANES, formerly with KGO San Francisco, as staff announcer, is now freelancing in that city. His program, "The Bob Janes Show," is aired weekly over KSAN San Francisco.

MARK SHELLER, morning disc jockey and m.c. formerly with WFCI Pawtucket, R. I., is now producing his morning and afternoon show for WSAR Providence.

MRS. FRANKYE C. WALKER, program director of WFOY St. Augustine, Fla., has been appointed an honorary sergeant in U. S. Marine Corps in appreciation for support of Marine's recruiting program.

BILL LAWRENCE, director of CBS "Screen Guild Players," is working as dialogue director on Republic Pictures production of "The Plunderers."

MAXINE THORNSON has joined KFI Los Angeles public service department, replacing **MARY JONCICH**, who left June 5 to be married.

BILL FORMAN has joined NBC "Rendezvous Summer Theatre" as announcer. New members of program cast include **FRANCIS X. BUSHMAN** and **BARBARA EILER**.

DALE WHITNEY, formerly with ABC Hollywood audience information and sales promotion, has joined KFI Los Angeles, as secretary to program manager.

TED ROOT, formerly of CFCF and CJAD Montreal, has joined CKCO Ottawa, as program director.

More UN News Urged

THE General Federation of Women's Clubs has urged wider broadcasting of United Nations news and has commended the NAB for taking a similar stand, according to reports in New York last week. Federation adopted a resolution May 27 at its convention in Portland, Ore., pointing out that the NAB at its convention a fortnight ago had urged station managers to give more coverage to UN activities and commending the NAB for its action.

WHAS Louisville, Ky., has completed plans for new studio audio facilities and orders have been placed with Graybar Electric Co. for various Western Electric equipment.

5000 WATTS DAY AND NIGHT

WRGA
WRGA-FM

Covers
Northwest Georgia and
Northeast Alabama

HAPPY QUARLES GENERAL MANAGER

MUTUAL BROADCASTING SYSTEM

Represented by
THE WALKER COMPANY

ROME, GEORGIA

Koteen Quits Law Dept. Job at FCC

Joins Cohn & Marks, Radio Law Firm in Washington, D. C.

BERNARD KOTEEN, chief of the FCC Law Dept.'s Broadcast Review Section, has resigned effective June 11 [CLOSED CIRCUIT, May 31] to become associated with the Washington radio law firm of Cohn & Marks, it was announced last week.

Mr. Koteen

He is slated to be succeeded by Parker D. Hancock, who has been in the review section for some nine months and who previously was assigned to the AM Section.

Mr. Koteen told General Counsel Benedict P. Cottone, in his letter of resignation, that he appreciated the "progressively more interesting and more responsible" assignments given him but that he felt compelled to accept the opportunity for private practice "in fairness to my family and myself."

Mr. Cottone said he regretted the decision "very much." He accepted Mr. Koteen's offer to complete work, before leaving, on "any . . matters that you desire I dispose of, provided they have no relationship either direct or indirect with the interests of my future associates."

Mr. Koteen was given much of the credit for the substantial reduction in the review section's workload, which was estimated to be an 18-month task when he took over last June [BROADCASTING, June 23, 1947], aside from the scores of cases since. The section reviews all decisions in all broadcast fields—AM, FM, TV, renewals, revocations, and transfers.

Attended Wisconsin, Harvard

Mr. Koteen is a native of Paterson, N. J., received his AB degree in Business Administration from the U. of Wisconsin in 1937, graduating with highest honors, and his LLB degree from Harvard Law School in 1940. He managed his father's textile mill at Paterson and later engaged in banking law for the Farm Credit Administration before joining the Navy in 1942. He served as administrative officer to the director of shipbuilding and the director of ship maintenance, Bureau of Ships, with rank of lieutenant.

He joined FCC upon his release from the Navy in January 1946, serving primarily in the AM Section before transferring to the review unit. He participated in the Don Lee renewal hearings on the question of compliance with the option-time provisions of the network regulations.

Mansfield Responds

EFFECTIVENESS of radio was demonstrated again when A. D. Grafton, Mansfield, Ohio, Lincoln-Mercury dealer, opened new sales and service center. Local newspapers reportedly refused copy so all efforts were directed to radio. Results amazed even J. M. O'Hara, WMAN manager, who planned the spot campaign. He reported more than 30,000 people inspected the new showrooms the first week, over 10,000 of them the first day. Other automobile dealers who were reported having trouble with the paper also donated parts of their paid radio time to promote opening, according to the station.

Charles Durban Elected ATS President in N. Y.

CHARLES J. DURBAN, assistant director of advertising of U. S. Rubber Co., has been elected president of the American Television Society in New York. Other officers: Halsey V. Barrett, station relations manager of Du Mont Television Network, vice president; Emerson Yorke, president of Emerson Yorke Studios, secretary; Arch Braunfeld, Braunfeld & Simons, treasurer.

Mr. Durban

Directors elected were Don McClure, N. W. Ayer & Son; Edward Sobol, NBC; Paul Mowrey, ABC; George Moskovics, CBS; George Shupert, Paramount Pictures; Charles A. Alicoate, Film Daily, and Warren Caro, Theater Guild.

WAGA WILL JOIN CBS SEPT. 26 IN ATLANTA

THE CBS change of affiliates in Atlanta from WGST to WAGA [CLOSED CIRCUIT, May 10] will take place Sept. 26, the network reported last week. Simultaneously Mutual will drop WATL and pick up WGST.

WGST, on 920 kc with 5 kw daytime and 1 kw night, is owned by the Georgia School of Technology. John Fulton is general manager. WAGA, on 590 kc with 5 kw power fulltime, is Fort Industry station, and George B. Storer is president. It relinquished its ABC affiliation last December.

WATL is owned by the Atlanta Broadcasting Co., J. W. Woodruff Sr., president. It will become an independent after the realignment of network affiliations. WATL is assigned 250 w fulltime on 1400 kc, holds permit for switch to 1380 kc 5 kw unlimited, directional night.

Sales Costs too, can be reduced

TO: Thrifty Advertisers
FROM: WTAR-Norfolk

"Our Fall-Winter CM Hooper ratings show amazing results, particularly daytime, with 3 additional stations (not operating in the same period last year) now competing. Analysis shows:

"For 15 of the 40 daytime Mon.-Fri. quarter hours WTAR has a higher rating than all other six local stations combined. For 36 of the quarter hours WTAR out-rates its nearest competitor.

"At night, for 43 of the 56 half hours between 6:00 and 10:00 p.m., Mon.-Sat., WTAR has a higher rating than the other three local nighttime stations combined. On the other 13 half hours WTAR is first by a comfortable margin."

Campbell Arnoux
President

NBC AFFILIATE
5,000 Watts Day and Night

WTAR norfolk

Operator, WTAR-FM 97.3 Megacycles
National Representatives: Edward Petry & Co.

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

May 28 Decisions . . .

BY A BOARD

FM Authorizations

Authorized cond. grant for one Class B FM station; issued CPs for 5 Class B FM outlets, 4 in lieu of previous cond. (See story BROADCASTING, May 31).

Granted Extension

WCFL-FM Chicago—Granted 90 days' extension of time to complete construction on cond. that station be completed or commence interim operation within such period.

Reinstatement

Pinellas Bcstg. Co., St. Petersburg—Granted application for reinstatement of CP for Class B station, new authorization to specify that construction be completed by July 15.

Modification of CP

Trustees of Indiana U., Bloomington, Ind.—Granted modification of CP to extend completion date of non-commercial educational FM station from May 27 to Nov. 27.

Deferred Action

WFSS Coram, N. Y.—Deferred action on petition of WFSS for reconsideration and grant wtihout hearing of its application for mod. CP to specify Class B instead of Class A station; and adopted notice of proposed rule making to amend revised tentative allocation plan for Class B FM stations to allocate Channel 277 to Coram, N. Y. Interested parties who are of opinion that proposed amendment should not be adopted or should not be adopted in form set forth may file with Commission on or before June 28, written statement or brief setting forth comments.

TV—66-72 mc

Fla. Bcstg. Co., Jacksonville, Fla.—Granted CP new TV station. Channel 4 66-72 mc, vis. 14.8 kw, aur. 7.4 kw, 430 ft. ant., estimated cost: $197,500.

TV—210-216 mc

Copper City Bcstg. Corp., Utica, N. Y.—Granted CP new station, Channel 13 210-216 mc, vis. 13 kw, aur. 11.3 kw, 830 ft., estimated cost: $205,900.

TV—60-66 mc

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted CP new TV station, Channel 3, 60-66 mc, vis. 15.5 kw, aur. 7.75 kw, 805 ft.; estimated cost: $244,665.

TV—66-72 mc

Southland Industries Inc., San Antonio, Tex.—Granted CP new TV station Channel 4, 66-72 mc, vis. 21.6 kw, aur. 10.8 kw, 480 ft.; estimated cost: $372,680.

Extension of CP

WNHC-TV New Haven—Granted extension of completion date of CP to Oct. 28.

WSPD-TV Toledo—Same except to Sept. 9.

WHAS-TV Louisville—Same except to Oct. 1.

Granted Modification

KDYL-TV Salt Lake City—Granted mod. CP to change from Channel 2 to Channel 4, and increase ERP to 14.5 kw.

Request Denied

W6XAO Los Angeles—Denied request for permission to use call letters KTSL for experimental TV station W6XAO over the 90-day period authorized to operate station commercially.

Modification of CP

American Bcstg. Co., New York City—Granted mod. CP to change antenna site from GE Building to Hotel Pierre, and change aur. and vis. power, subject to CAA approval.

Acquisition of Control

WDAY Fargo, N. D.—Granted consent acquisition of control of WDAY Inc., by Earle C. Reineke as result of gift to him of stock by his father. (95 sh, 21.12%), increasing stock ownership from 33-1/3 to 54.45%.

AM—1580 kc

University City Bcstg. Co., Urbana, Ill.—Granted CP new station 1580 kc 250 w D, subject to cond. that applicant will not commence operation until such time as frequency is vacated by WWXL, and to approval of trans. site and ant. system by CAA; estimated cost: $22,447.

AM—1340 kc

Vir N. James, Salida, Col.—Granted CP new station 1340 kc 250 w, unl., estimated cost: $11,861.

AM—1400 kc

Springville Radio Co., Springville, Utah—Granted CP new station 1400 kc 250 w, unl., engineering cond., and subject to cond. that applicant shall not commence operation until such time as KNAK has vacated 1400 kc; estimated cost: $21,690.

AM—1230 kc

Edward J. Breece, Lander, Wyo.—Granted CP new station 1230 kc 250 w, unl., engineering cond; estimated cost: $17,500.

Modification Granted

KNAK Salt Lake City—Granted mod. CP to increase power to 1 kw-LS, and make changes in trans. equipment; engineering cond.

ACTIONS OF THE FCC

MAY 28 to JUNE 3

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

Reinstatement

KULE Columbia Basin Bcstg. Co., Ephrata, Wash.—Granted CP to reinstate CP deleted Jan. 6/48. This authorizes new station on 730 kc 250 w D, engineering cond.; estimated cost: $19,000.

STA Granted

KFAR Fairbanks, Alaska — Granted STA for period of 30 days, to operate on 660 kc, with 10 kw, unl.

SSA Extension

KOB Albuquerque, N. M.—Granted extension of SSA for period of 90 days to operate on 770 kc, 25 kw-N, 50 kw-LS, unl., contingent upon final decision of KOB hearing for regular license on 770 kc.

Reinstatement of CP

KXEO Audrain Bcstg. Corp., Mexico, Mo. — Granted application to replace CP which authorized new station 1340 kc 250 w, unl., subject to cond. that no operation shall take place until KHMO has ceased operation on 1340 kc and has commenced operation on 1070 kc in accordance with its outstanding CP.

Hearing Designated

Belvedere Bcstg. Corp. and Sidney H. Tinley Jr., Baltimore — Designated for hearing in consolidated proceeding application of Belvedere and Tinley both requesting new station 1400 kc 250 w, unl.

James H. Furns, Monroe, Mich.—Designated for hearing new station on 1540 kc, 250 w D, in consolidated proceeding with applications of Wyandotte News Co., et al.

Faulkner County Bcstg. Co. and Conway Bcstg. Co., Conway, Ark.—Designated for hearing in consolidated proceeding application of Faulkner and Conway Bcstg. Co. both requesting new stations on 1230 kc, 250 w, unl.

Worcester Bcstg. Co., Worcester, Mass.—Designated for hearing application for new station to operate on 970 kc, 1 kw, DA, unl., and made WCSH Portland, Maine, party to proceeding.

WHWL Nanticoke, Pa., and Crescent Broadcast Corp., Shenandoah, Pa.—Designated for hearing application to change frequency of WHWL from 730 kc to 980 kc, and power from 1 kw to 500 w-N, 1 kw-LS, unl., DA-N, in a consolidated proceeding with application of Crescent Broadcast Corp., and denied petition of Crescent for reconsideration and grant of its application without hearing.

John A. Bohn, and Bert Williamson, Martinez, Calif.—Designated for hearing application of Bohn for new station on 1330 kc, 50 w D, in consolidated proceeding with application of Williamson and denied petition of Williamson for removal and grant without hearing of his application.

The Shelbyville Bcstg. Co., Shelbyville, Ill. and WLPO La Salle, Ill.—Designated for hearing application of Shelbyville for new station on 1250 kc 250 w D, and application of WLPO to change facilities of station from 1220 kc 250 w D, to 1250 kc 50 w, unl. DA, in consolidated proceeding with applications of Blackhawk Bcstg. Co. and WTAX Inc. made following parties to proceeding: **WTAX** Springfield, Ill.; WGL Ft. Wayne, and WMAW Milwaukee, amended Commission's order of April 10, 1947, designating Blackhawk and WTAX, by changing issues, and ordered continuance of consolidated hearing to June 15 at Washington.

Stanislaus County Bcstrs. Inc., Mo-

Exactingly engineered response curves

GRAY
#601
EQUALIZER
for
GE Cartridge
for RADIO STATIONS

Four control positions (flat, NAB, etc., etc.) complement current record and transcription frequency characteristics. Adopted by radio networks mentioned below. Matches pickup to microphone channel. Complete, $42.50.

DIAMOND
STYLUS
GE
CARTRIDGES

We are now supplying GE cartridges selected for uniform characteristics with finest quality diamond styli mounted and wired in the Gray Transcription Arm at $29.63 additional. The long life of a diamond stylus makes this an exceptionally economical investment.

Reduce Intermodulation Distortion

with the
GRAY TRANSCRIPTION ARM

Reduction of the distortion content of "lows" results from minimum vertical inertia and maximum stiffness. Other characteristics include frictionless motion, adjustable stylus pressure, self-leveling base and features resulting in the finest lateral reproduction. Accommodates all modern cartridges—GE, etc.—and has been adopted for all transcription tables by national radio networks—Columbia Broadcasting System, American Broadcasting Company—and numerous independent stations. Arm, less cartridge, $35.00.

Write for new descriptive bulletin.

GRAY RESEARCH & DEVELOPMENT CO., Inc.
Factory: Hartford, Conn. • Sales: 565 FIFTH AVENUE, NEW YORK 17

sto, Calif., and Central Valley Broadasters, Merced, Calif.—Designated for earing application of Stanislaus for ew station on 970 kc 1 kw, unl., DA-1, nd application of Central Valley, 980 c 1 kw-D, in consolidated proceeding ith application of Marmat Radio Co. ade KOIN Portland, Ore., and KROW akland, parties to proceeding, and ontinued hearing scheduled for June 2 June 16 at Washington.

BY COMMISSION EN BANC

Petition Denied

KRAM Las Vegas—Denied petition requesting reconsideration by Commission Motion Commissioner's action of May 14, 1948, denying application for STA to operate nighttime for period of days.

WMPC Lapeer, Mich.—Denied petition requesting reconsideration and grant without hearing of its amended application, seeking increased hours of operation on 1230 kc.

AM—980 kc

Grain County Bcstg. Co. Inc., Peru, Ill.—Adopted order severing from consolidated proceeding application for new station to operate on 980 kc 500 w-N 1 kw-D unl. DA and denied said application.

Petitions Granted

Tuscola Chamber of Commerce, Tuscola, Ill.—Adopted order granting petitions (1) for leave to intervene, and (2) requesting extension of time in which to file exceptions to a proposed decision re the application of WDZ Bcstg. Co., Decatur, Ill., made Tuscola Chamber of Commerce party to proceeding on this application for purpose of making oral argument, and extended time for filing exceptions to June 14.

May 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KWAK Stuttgart, Ark.—License to cover CP new standard station.

AM—1570 kc

W. A. Smith, Plant City, Fla.—CP new standard station on 840 kc, 250 w-D. AMENDED to change frequency to 1570 kc and change trans. location.

Modification of CP

WMMR Louisville, Ky.—Mod. CP new standard station for extension of completion date.

License for CP

WLOX Biloxi, Miss.—License to cover CP new standard station.

WBVP Beaver Falls, Pa.—License to cover CP new standard station and specify studio location.

KEYS Corpus Christi, Tex.—License to cover CP change in frequency, increase in power, installation of new trans. and DA-N change in trans. location.

Modification of CP

KFMV-FM Los Angeles—Mod. CP FM station for extension of completion date.

WTHT-FM Hartford—Same.

WTOC-FM Savannah, Ga.—Same

WTAX-FM Springfield, Ill.—Same.

WRXW Louisville, Ky.—Same.

WCAO-FM Baltimore—Same.

WSPR-FM, WSPR Inc., Springfield, Mass.—Mod. CP new FM station to change trans. location, decrease ERP from 14 kw to 13 kw, increase ant. height above average terrain to 586 ft. and make changes in ant. system.

WMIN-FM St. Paul—Mod. CP new FM station for extension of completion date.

WKAL-FM Rome, N. Y.—Mod. CP new FM station for extension of completion date and change trans. site, change type trans., change ERP from 5 kw to 5.2 kw, increase ant. height above average terrain to 817 ft., increase overall height above ground to 472 ft., and make changes in ant. system.

Reinstatement

KVSO-FM Ardmore, Okla.—CP to reinstate new FM station which expired 3-13-48.

KQV-FM Pittsburgh—Mod. CP new FM station for extension of completion date.

WPIT-FM Pittsburgh—Same.

Reinstatement

KDYL-FM Salt Lake City—CP to reinstate new FM station which expired 3-15-47.

Modification of CP

WRJN-FM Racine, Wis.—Mod. CP new FM station for extension of completion date.

RETURNED

Yadkin Valley Bcstg. Co., Elkin, N. C.—CP new FM station (Class A) on frequency not listed ERP of .325 kw and ant. height above average terrain 110 ft.

ACCEPTED FOR FILING

TV—180-186 mc

Paul R. Bartlett, Bakersfield, Calif.—New commercial television station on channel 8, 180-186 mc., ERP of vis. 2.47 kw, aur. 1.23 kw unl.

TV—174-180 mc

KARM, The George Harm Station, Fresno—CP new commercial television station on Channel 7, 174-180 mc, ERP of vis. 20 kw, aur. 10.6 kw unl.

TV—192-198 mc

Leland Holzer, San Diego—CP new commercial television station on Channel 10, 192-198 mc, ERP of vis. 30 kw, aur. 15 kw unl.

Assignment of Permittee

WPIX New York—Assignment of permittee corp. from News Syndicate Co. Inc. to WPIX Inc.

TV—192-198 mc

Public Radio Corp., Tulsa—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 26.9 kw, aur. 13.5 kw unl.

TV—54-60 mc

Hazleton Bcstg. Co., Hazleton, Pa.—CP new commercial television station on Channel 2, 54-60 mc, ERP of vis. 0.210 kw, aur. 0.105 kw unl.

TV—76-82 mc

WSAZ Inc., Huntington, W. Va.—CP new commercial television station on Channel 5, 76-82 mc, ERP of vis. 18.2 kw, aur. 9.1 kw unl.

Modification of CP

WUOA Tuscaloosa, Ala.—Mod. CP new non-commercial educational station for extension of completion date.

REMOTE PICKUP

Lake Bcstg. Co., Leesburg, Fla.—CP new remote pickup station on 31.22, 35.62, 37.02, 39.26 mc, power of 45 w, Emission Special for FM and hours of operation in accordance with section 4.403.

Modification of CP

WNLO New York—Mod. CP new remote pickup station to change frequency from 156.75, 158.40 mc to 152.75, 152.99, 153.47 mc, change power from 15 w to 30 w change equipment.

WILN Arecibo, P. R.—Mod. CP new remote pickup station for extension of completion date.

APPLICATION RETURNED

AM—900 kc

E. P. Hill Jr. and D. C. Stephens, partnership d/b as Kentucky Mountain Bcstg. Co., Prestonsburg, Ky.—CP new standard station on 900 kc, 1 kw-D. RETURNED May 26.

TENDERED FOR FILING

FM—105.7 mc

Robert L. Kern & Richard P. Kern, partners tr as The Belleville News-Democrat, Belleville, Ill.—CP new FM station on 105.7 mc, Channel 289 and ERP of 14.4 kw.

FM—94.3 mc

John A. Hinshaw tr/as Yackin Bcstg. Co., Elkin, N. C.—CP new FM station on 94.3 mc, Channel 232 and ERP of 3.25 kw.

FM—96.1 mc

Western Carolina Radio, Shelby, N. C.—CP new FM station on 96.1 mc, Channel 241, ERP of 2.56 kw.

TV—60-66 mc

Harmco Inc., Sacramento—CP new commercial television station on Channel 3, 60-66 mc, ERP of vis. 17 kw, aur. 8.5 kw.

TV—180-186 mc

Tri-City Telecasters Inc., Allentown, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP of vis. .7 kw, aur. .5 kw.

TV—76-82 mc

Radio Service Corp. of Utah, Salt Lake City—CP new commercial television station on Channel 5, 76-82 mc, ERP of vis. 18.4 kw, aur. 9.2 kw.

AM—920 kc

Bankhead Bcstg. Co. Inc., Russelville, Ala.—CP new standard station on 920 kc, 1 kw-D.

Assignment of CP

KSTN Stockton, Calif.—Consent to assignment of CP to Dr. Harry Morgan, Knox LaRue, N. John Anton & A. Dwight Newton, a partnership d/b as San Joaquin Bcstg. Co.

Assignment of License

KRIO Inc., McAllen, Tex.—Consent to assignment of license to Frontier Bcstg. Co. Inc.

June 1 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hyde

Ari-Ne-Mex Bcstg. Co., Escondido, Calif.—Granted petition to continue hearing from June 8 to Sept. 10 at Washington.

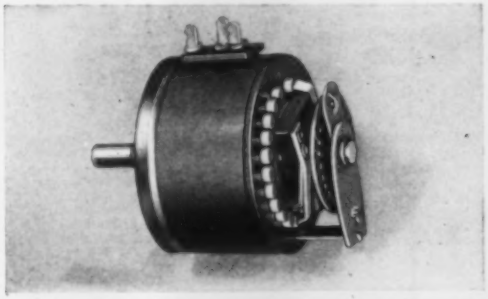
Ari-Ne-Mex Bcstg. Co., Clayton, N. M.—Granted petition for continuance of hearing from June 7 to Sept. 9 at Washington.

WTOM Bloomington, Ind.—Granted petition for continuance of hearing scheduled June 1, and said hearing was continued indefinitely pending action by Commission on petition for reconsideration and grant.

Fla. West Coast Bcstg. Co., St. Petersburg, Fla.—Granted petition for dismissal of AM application.

(Continued on page 78)

Shallcross
ATTENUATORS

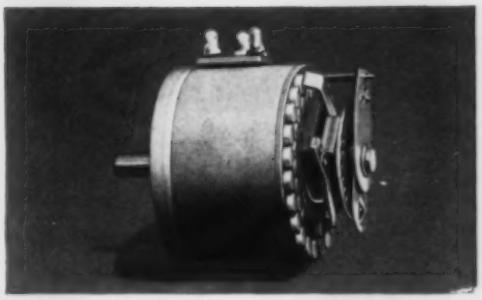


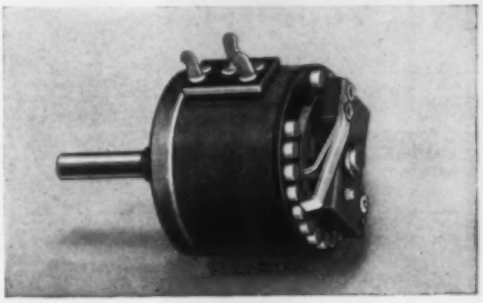
BRIDGED 'T' ATTENUATOR
Type 410-4B1

10 steps, 4 db/step. Linear attenuation with detent. 2⅛" diameter, 2⅛" depth.

BRIDGED 'T' ATTENUATOR
Type 420-2B2

20 steps, 2 db/step. Linear attenuation with off position and detent. 2⅛" diameter, 2⅛" depth.





POTENTIOMETER
Type C720-2A3

20 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1¾" diameter, 1¾" depth.

THESE SHALLCROSS FEATURES MEAN BETTER PERFORMANCE—BETTER VALUE!

Off position attenuation well in excess of 100 db.

25% to 50% few soldered joints.

Noise level ratings that are factual. (130 db. or more below zero level.)

Non-inductive Shallcross precision resistors used throughout assure flat attenuation to and beyond 30 kc.

Types and sizes engineered for all needs. Attenuation accuracies of 1%, resistor accuracies of 0.1%, on special order.

Shallcross variable attenuators have proved their remarkable quietness and serviceability in dozens of applications for leading users in all parts of the world. Such important details as the use of spring-temper silver alloy wiper arms, silver alloy collector rings and contacts, non-inductive precision resistors, and sturdy, substantial mounting plates have made possible the high standard of performance attributed to Shallcross.

Standard types include ladder and bridged T mixer controls, bridged T and straight T master gain controls and V.U. meter multipliers, wirewound and composition potentiometers for grid control. Cueing attenuators, and fixed pads, both composition and wirewound, in all circuit configurations are also available.

WRITE FOR CATALOG AND ATTENUATOR SPECIFICATION SHEET

SHALLCROSS MANUFACTURING COMPANY
Department B-68, Collingdale, Pa.

FCC Actions

(*Continued from page 77*)

Decisions Cont.:

Parish Bcstg. Corp., Minden, La.—Granted petition for continuance of hearing scheduled for June 3 and hearing was continued to July 12 at Washington.

KGO San Francisco—Dismissed as moot petition requesting continuance of consolidated hearing scheduled for June 14.

WKBN Bcstg. Corp., Youngstown, Ohio—Granted petition for continuance of consolidated TV hearing scheduled June 14 and same was continued to June 28 at Youngstown.

KRSC-TV Seattle, Wash.—Granted petition in part, for continuance of hearing from June 1 to July 6 at Washington.

Westinghouse Radio Stations Inc., Pittsburgh—Granted petition for leave to amend TV application re ant.

Capitol Bcstg. Corp., Indianapolis—Granted petition for leave to amend its application with respect to technical information.

Lehigh Valley Bcstg. Co., et al, Allentown, Pa.—Commission on own motion continued consolidated TV hearing scheduled June 16 at Allentown to June 30 at Allentown, July 1 at Bethlehem and July 2 at Easton, Pa.

Kansas City Bcstg. Co. Inc., Kansas City, and The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted joint petition for extension of time to submit proposed findings of fact in re their applications and time was extended to June 24.

KFMJ Tulsa, Okla.—Granted petition for leave to reinstate and amend application, amendment to include technical data contained in petition, to specify 1340 kc 250 w unl. in lieu of 970 kc 1 kw-D 500 w-N, DA, unl.

S. H. Patterson, San Francisco—Granted in part petition to dismiss application for TV station.

San Diego Bcstg. Co., San Diego, Calif.—Granted petition for leave to amend its TV application to show transfer of 50% interest in corporation from J. Frank Burke to Copley Press Inc., etc.

Metropolitan Radio Corp. of Chicago Inc., Chicago—Granted petition for leave to amend application for FM station to change minimum number of hours per day proposed station will operate, to revise proposed program service, etc.

Television Bcstg. Co., San Diego, Calif.—Granted petition for continuance of consolidated TV hearing scheduled for June 21 to Sept. 7 at San Diego.

KFJI Klamath Falls, Ore.—Granted petition for continuance of consolidated hearing scheduled for June 1, to June 21 at Washington.

KFJI Klamath Falls, Ore.—Passed over petition for leave to amend application.

DOCKET CASE ACTION

AM—790 kc

Announced proposed decision looking toward grant of application of Northside Broadcasting Corp. for CP to change facilities of WGRC Louisville, Ky., from 1400 kc 250 w unl. to 790 kc 1 kw-N 5 kw-LS, unl., DA-N, subject to approval of trans. site and ant. system by CAA. At same time Commission adopted order reopening record in this proceeding for limited purpose of receiving into record applicant's amendment which was accepted March 5 to specify non-directional D operation and to modify N array to provide wider angle of protection to WMC Memphis.; made said amendment part of record and closed record.

BY THE SECRETARY

KHBR Hillsboro, Tex.—Granted license for new station 1560 kc 250 w-D.

WVJP Caguas, P. R.—Granted license for new station 1110 kc 250 w unl.

WTAN Clearwater, Fla.—Granted mod. CP to make changes in vertical ant. and change trans. location.

WMRA Myrtle Beach, S. C.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

KIHO Sioux Falls, S. D.—Granted mod. CP change trans. location.

WOW Omaha, Neb.—Granted mod. CP for extension of completion date to 11-1-48.

WOSH Oshkosh, Wis.—Same except to 7-1-48.

KPSL San Marcos, Tex.—Granted mod. CP for changes in trans. and for approval of ant., trans. and studio locations.

WJBO Baton Rouge, La.—Granted mod. CP for extension of completion date to 12/25/48.

WSLB Ogdensburg, N. Y.—Granted mod. CP for extension of completion date to 9/1/48.

WVVW Fairmont, W. Va.—Granted license for new station 1490 kc 250 w unl.

WKAR-FM East Lansing, Mich.—Granted mod. CP to change trans. site and make changes in ant. system.

KHUM Eureka, Calif.—Granted mod. of license to change studio location.

WSWN Belle Glade, Fla.—Granted mod. CP to omit request to install FM ant.

Following were authorized extension of completion dates as shown: WKAQ San Juan, P. R. to 7/1/48; KSD St. Louis, to 9/25/48; WWSW Pittsburgh, to 12/15/48; WLOF Orlando, Fla., to 6/30/48; WFPG Atlantic City, N. J., to 9/23/48; KAGH Pasadena, Calif., to 8/16/48.

WXRA Kenmore, N. Y.—Granted license for new station 1080 kc 1 kw D.

WANE Ft. Wayne, Ind.—Granted license for new station 1450 kc 250 w unl.

WPRP Ponce, P. R.—Granted license for change in frequency, increase power, install new trans. and DA-DN and change trans. and studio locations.

WCYB Bristol, Va.—Granted license for increase in power and change type trans.

WCAO Baltimore—Granted license for changes in DA, install new north tower and mount FM ant. on top.

KYOU Greeley, Col.—Granted mod. CP to move trans. approximately 500 ft. and change geographic coordinates.

WKAX Birmingham, Ala.—Granted mod. license to correct geographic coordinates of trans. location.

WVAM Altoona, Pa.—Granted mod. CP to change type trans.

KWRL Riverton, Wyo.—Same.

KLAC Los Angeles—Granted mod. CP change type trans. and make changes in vertical ant.

Following were authorized extension of completion dates as shown: WKBZ Muskegon, Mich., to 6/30/48; KOIN Portland, Ore., to 7/31/48; WHKC Columbus, Ohio, to 9/28/48; WIOD Miami, Fla., to 8/22/48; KVOO Tulsa, Okla., to 6/17/48.

KFRM Kansas City—Granted license for new station 550 kc 5 kw DA D.

WRAL Raleigh, N. C.—Granted license install new vertical ant. and mount FM ant. on AM tower and change trans. location (geographic coordinates only).

KRUL Corvallis, Ore.—Granted CP install new trans.

KGO San Francisco—Granted request for cancellation of license to use old main trans. at Oakland, Calif., for aux. purposes.

WXYZ-FM Detroit—Granted mod. CP to change name to WXYZ Inc.

Following were authorized extension of completion dates as shown: KROC-FM Rochester, Minn., to 11/1/48; WJKT Johnstown, Pa., to 8/20/48; WJLD-FM Bessemer, Ala., to 11/24/48; WVOP-FM Portsmouth, Va., to 8/25/48; WAGA-FM Atlanta, Ga., to 8/12/48; KVOE-FM Santa Ana, Calif., to 8/3/48; KWNO-FM Winona, Minn., to 7/30/48; WPAY-FM Portsmouth, Ohio, to 8/6/48; WRBL-FM Columbus, Ga., to 9/1/48; WAIR-FM Winston-Salem, N. C., to 8/1/48; WMMW-FM Meriden, Conn., to 9/1/48; KFAM-FM St. Cloud, Minn., to 6/15/48; WJDX-FM Jackson, Miss., to 11/15/48; WROV-FM Roanoke, Va., to 11/5/48; WTAQ-FM Green Bay, Wis., to 9/4/48; WONS-FM Hartford, Conn., to 7/15/48; WSPD-FM Toledo Ohio, to 9/6/48; KWFT-FM Wichita Falls, Tex., to 8/15/48; WAAF-FM Chicago, to 8/14/48; WLAN-FM Lancaster, Pa., to 9/13/48; WJHL-FM Johnson City, Tenn., to 7/1/48; WDRC-FM Hartford, Conn., to 9/17/48; WLWA Cincinnati, Ohio, to 9/6/48; WROL-FM Knoxville, Tenn., to 7/28/48; WFLA-FM Tampa, Fla., to 7/1/48.

BY COMMISSIONER HYDE

Bert Williamson and John A. Bohn, Martinez, Calif.—Granted petition of Williamson to dismiss without prejudice his application for CP; removed application of Bohn from hearing docket.

WCFL Chicago—Continued hearing indefinitely on application pending action by Commission on petition for reconsideration and grant.

KXRO Aberdeen, Wash.—Continued hearing indefinitely on application pending action by Commission on petition for reconsideration and grant.

INDIANA RADIO

Survey of Commercial Stations Compiled

H. J. SKORNIA, radio director of Indiana U., has just compiled a *Survey of Indiana Commercial Radio Station Staffs and Facilities*. Information was obtained by questionnaire blanks sent to all stations in the state.

Information contained in the booklet covers station affiliation, experience requirements in various departments, openings during the past six months and anticipated openings for the next six months, salaries, news and transcription services used.

June 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

WINZ Hollywood, Fla.—Mod. CP change hours increase power, etc. AMENDED to change power to 1 kw-N 50 kw-D, DA-DN (940 kc).

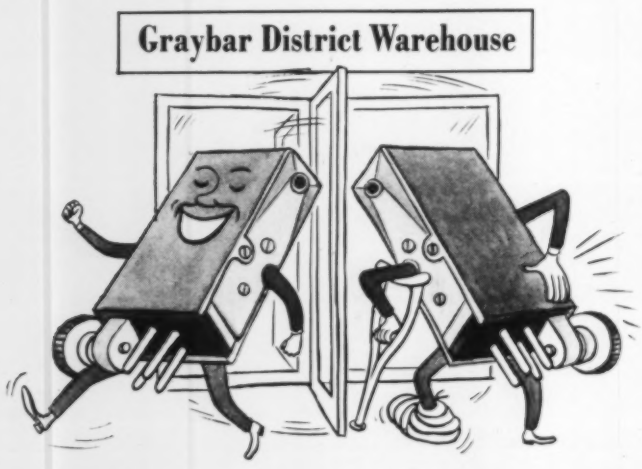
AM—1440 kc

Glenn West, Portland, Ind.—CP new standard station 1440 kc 250 w-D.

Modification of CP

KCOM Sioux City, Iowa—Mod. CP

No waiting for repairs!



You can get immediate replacements on *Western Electric* 9 TYPE REPRODUCERS

Had an accident with your 9 Type Reproducer? You can get a good-as-new replacement right away! Just send the damaged unit to your Graybar District Warehouse—you'll get a *factory-rebuilt* Reproducer by return mail. Or send a messenger—he'll bring a completely reconditioned unit back with him.

If you want, you can arrange to trade in a used 9A against a rebuilt 9B—or vice versa.

— QUALITY COUNTS —

Remember . . . FM demands high-quality reproduction—the 9 Type gives it to you!

Distributed by Graybar — Offices in 95 Principal Cities

WLBR AM FM

LEBANON, PA.

1000 WATTS—1270 kc

★ **DOMINATES**
The rich Lebanon Valley steel and agricultural area.

★ **BLANKETS**
Four major Pennsylvania Cities (Harrisburg - Reading - York - Lancaster)

★ **COVERS**
A $300,000,000 retail market reaching into six counties.

★ **DELIVERS**
Listeners from a primary area of 1,000,000 population.

★ ★ ★ ★

"The Voice of Lebanon Valley"

JULIAN F. SKINNELL,
Operations Manager
REPRESENTED BY RAMBEAU

ew standard station for extension of completion date.

AM—990 kc

The Cornbelt Bcstg. Co., Storm Lake, Iowa—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency to 990 kilocycles and change hours from unl. to D.

AM—1320 kc

Taunton Radio Corp., Taunton, Mass.—CP new standard station 1320 kc 1 kw-D.

AM—1420 kc

Maple City Bcstg. Corp., Hornell, N. Y.—CP new standard station 1420 kc 500 w-N 1 kw-D unl. DA-N. AMENDED to change power to 1 kw-D only, change hours from unl. to D, using non-DA.

AM—1580 kc

Mrs. Jane Rascoe, Corpus Christi, Tex.—CP new standard station 1580 kc 250 w-D.

License for CP

KCLW Hamilton, Tex.—License to cover CP new standard station.

AM—1430 kc

Weirton Bcstg. Co., Weirton, W. Va.—CP new standard station 1430 kc 500 w-D.

License Renewal

Applications for renewal of standard broadcast license filed by: WNLC New London, Conn.; KCID Caldwell, Id.; WMTW Portland Me.; WBAB Atlantic City, N. J.; KBKR Baker, Ore.

TENDERED FOR FILING

TV—180-186 mc

Penn-Allen Bcstg. Co., Allentown, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 0.376 kw aur. 0.188 kw.

AM—960 kc

D. C. Stephens, Prestonsburg, Ky.—CP new standard station 960 kc 1 kw-D.

Assignment of License

WKOZ Kosciusko, Miss.—Consent to assignment of license to Cy N. Bahakel.

AM—1290 kc

WKNE Keene, N. H.—CP make change in DA-D pattern, utilizing DA-DN on 1290 kc 5 kw, unl.

AM—940 kc

Rev. John M. Norris, Red Lion, Pa.—CP new standard station 940 kc 1 kw-D.

June 2 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

CPs for one Class A and one Class B FM stations were issued by FCC; also authorized four Class B FM CPs in lieu of previous cond. (see story page 82).

FM—91.7 mc

Tacoma School District No. Ten, Tacoma, Wash.—Granted CP for new noncommercial educational FM station, Channel 219 (91.7 mc), 3 kw, 450 ft.; estimated cost $20,420.

KYW-FM Philadelphia—Granted renewal of license for regular period.

WJR-FM Detroit—Granted extension of time until Sept. 20 in which to complete construction.

Amalgamated Bcstg. System Inc., Chicago—Granted extension of time until Sept. 1 in which to complete construction, on cond. that applicant commence interim operation by that date.

WCIL-FM Carbondale, Ill.—Granted 3 mo. extension of time in which to complete construction of station.

Darrell E. Yates, Lufkin, Tex.—Granted CP to replace expired permit which authorized Class B station with required date of completion to specify July 1.

TV—54-60 mc

Fishers Blend Station Inc., Seattle, Wash.—Granted CP new TV station, Channel 2, 54-60 mc, vis. power 16.7 kw, aur. 8.4 kw, 505 ft.; estimated cost $254,850.

TV—76-82 mc

Phoenix Television Co., Phoenix, Ariz.—Granted CP new station, Channel 5, 76-82 mc, vis. power 17.5 kw, aur. 8.7 kw, 400 ft.; estimated cost $171,500.

Central Bcstg. Co., Davenport, Iowa—Granted CP new TV station, Channel 5, 76-82 mc, vis. 22.9 kw, aur. 12.9 kw, 350 ft.; estimated cost $288,347.

TV—54-60 mc

Greensboro News Co., Greensboro, N. C.—Granted CP new TV station, Channel 2, 54-60 mc, vis. power 1.67 kw, aur. 0.84 kw, 470 ft.; estimated cost $112,836.

TV—66-72 mc

WKY Radiophone Co., Oklahoma City—Granted CP new TV station, Channel 4, 66-72 mc, vis. power 12.1 kw, aur. 6.2 kw, 940 ft.; estimated cost $192,400.

TV—82-88 mc

George E. Cameron Jr., Tulsa, Okla.—Granted CP new TV station, Channel 6, 82-88 mc, vis. power 16.6 kw, aur. 8.5 kw, 625 ft.; estimated cost $201,800.

TV—76-82 mc

San Antonio Television Co., San Antonio, Tex.—Granted CP new TV station, Channel 5, 76-82 mc, vis. power 17.9 kw, aur. 9 kw, 440 ft.; estimated cost $194,500.

Hearing Designated

Milwaukee Bcstg. Co., Milwaukee—Designated for hearing TV application in consolidated proceeding with four other applicants for Milwaukee.

KFAB Bcstg. Co. and Central States Bcstg. Co., Omaha—Designated for hearing in consolidated proceeding applications for TV station.

M. R. Schacker, Sacramento Bcstrs. Inc., McClatchy Bcstg. Co. and Central Valleys Bcstg. Co., Sacramento, Calif.—Same.

Petition Denied

Yankee Network Inc., Bridgeport, Conn.—Adopted memorandum opinion and order denying petition and supplemental prayers for alternative relief, directed against Commission's action on March 23 denying petitioner's request that Sec. 3.606 of rules be amended to make TV Channel 10 available to Bridgeport, etc.

Extensions Granted

WNBQ Chicago—Granted extension of completion date for new station to Sept. 1.

WNAC-TV Boston—Granted extension of completion date for new TV station to Sept. 2.

WLWD Dayton, Ohio—Granted extension of completion date for new TV station to Dec. 4.

WXYZ-TV Detroit—Granted extension date for new TV station to Nov. 1.

KOB-TV Albuquerque—Granted extension of completion date for new TV station to Aug. 1.

Exp. TV Grant.

W2XNZ Radio Corp. of America, Princeton, N. J.—Granted CP and license to cover same, for new exp. TV station, in order to continue experiments in color television on more permanent basis.

Application Dismissed

W1XDY Continental Television Corp., Boston—Dismissed application for renewal of license for exp. television station and deleted station as of May 31.

June 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSTN Stockton, Calif.—Mod. CP new standard station for extension of completion date.

WIPR Santurce, P. R.—Same.

WHIS Bluefield, W. Va.—Mod. CP increase power, etc., for extension of completion date.

WHMA-FM Anniston, Ala.—Mod. CP new FM station for extension of completion date.

WBRC-FM Birmingham, Ala.—Same.

WMGY-FM Montgomery, Ala.—Same.

WAAF-FM Chicago—Mod. CP new FM station to specify ERP as 15 kw, decrease ant. height above average terrain.

WBRL Baton Rouge, La.—Mod. CP new FM station for extension of completion date.

WRCM New Orleans—Same.

WHAV-FM Haverhill, Mass.—Same.

KSD-FM St. Louis—Same.

KUBR St. Louis—Same.

WABF New York—Same.

KPRA Portland, Ore.—Same.

WLTN Lewistown, Pa.—Same.

KOMO-FM Seattle, Wash.—Same.

TV—186-192 mc

Television Productions Inc., San Francisco—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 30.5 kw, aur. 15.3 kw. AMENDED to change name of applicant from Television Productions Inc. to Paramount Television Productions Inc.

License Renewal

Applications for renewal of standard broadcast license filed by: WMJM Cordele, Ga.; WDAN Danville, Ill.; KBUR Burlington, Iowa; WJBK Detroit; WELO Tupelo, Miss.; WMRF Lewistown, Pa.; WBUD Morrisville, Pa.

TENDERED FOR FILING

Acquistion of Control

WKJG WKJG-FM Fort Wayne, Ind.—Acquisition of control of stock owned

(Continued on page 89)

BMI *Pin-up Sheet*

HIT TUNES FOR JUNE

A BED OF ROSES (Johnstone-Montel)
NBC THESAURUS—Sammy Kaye LANG-WORTH—Hugh Waddill
NBC THESAURUS—Willard Young

A FEW MORE KISSES (Patmar)
STANDARD—Buzz Adlam

CHILLICOTHE, OHIO (Mellin)
Peggy Mann-Eddie Heywood—Vic. 20-2839
Les Brown—Col.* Art Mooney—MGM*
The Four Tunes—Manor*

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036 Hal Derwin—Cap. 481
Sammy Kaye—Vic. 20-2652 Snooky Lanson—Merc. 5124
Harry Roy—Lon. 225

FOOL THAT I AM (Hill & Range—Mutual)
NBC-THESAURUS—Novatime-Trio LANG-WORTH—Airlane Trio
STANDARD—Rudy Sooter

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004 Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082 Phil Reed-Frank Picher—Dance-Tone 216

IT'S EASY WHEN YOU KNOW HOW (Pemora)
LANG-WORTH—Lenny Herman WORLD—Jose Morand

LONG AFTER TONIGHT (BMI)
WORLD—Charlie Spivak ASSOCIATED—Mindy Carson
STANDARD—David LeWinter

LOVE IS FUN (Encore)
Three Suns—Vic. 20-2599 Mills Brothers—Dec. 24382

SERENADE (Music Played on a Heartstring) (Duchess)
LANG-WORTH—Chuck Foster
NBC THESAURUS—Novatime Trio

SOMEONE CARES (Campbell-Porgie)
NCB THESAURUS—Novatime Trio ASSOCIATED—Art Mooney
STANDARD—David LeWinter

SPRING CAME (Republic)
NBC THESAURUS—Sammy Kaye

TROUBLE IS A MAN (Regent)
Sarah Vaughan—Music 533 Hall Sisters—Vic. 20-2396
Martha Davis—Dec. 24383 Mary Ann McCall—Col. 38131
Ginny Powell—Atlantic 860

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster STANDARD—Dick Jurgens
CAPITOL—Buddy Cole

YOURS (Quiereme Mucho) (Marks)
LANG-WORTH—Airlane Trio WORLD—Marian Francis
LANG-WORTH—Tito Guizar STANDARD—Dennis Day
LANG-WORTH—Joe Sodja Trio ASSOCIATED—Xavier Cugat

Coming Up

DELILAH (Encore)
GILLY GILLY, WISH WASH (Marks)
HIGHWAY TO LOVE (BMI)
IT'S SO PEACEFUL IN THE COUNTRY (Regent)
MAY I NEVER LOVE AGAIN (Lutz)
MR. MIRACLE MAN (Commercial)
MY GIRL FRIEND JULAYDA (Mellin)
RHUMBA JUBILEE (Amigo)
SPRING IN DECEMBER (Melodi-Leeds)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
TIME AND TIME AGAIN (London)
TIME OUT FOR TEARS (Kaoline)
WHEN VERONICA PLAYS THE HARMONICA (Duchess)
YOU'LL ALWAYS BE MY SWEETHEART (Singer)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

New Pep for Your Platter Shows from RCA Victor's latest releases

TEX BENEKE

Makin' Love Mountain Style
and
Meadowlands
RCA Victor 20-2898

DENNIS DAY

Clancy Lowered the Boom
and
The Romance of the Rose
RCA Victor 20-2810

PATSY MONTANA

Mama Never Said a Word About Love
and
Little Old Rag Doll
RCA Victor 20-2899

ROOSEVELT SYKES

Boogie Honky Tonky
and
Booze Blues
RCA Victor 20-2902

HENRI RENÉ

Piano Polka
and
Main Street Polka
RCA Victor 25-1111

GLENN MILLER

Reissued by Request!
Delilah
and
Adios
RCA Victor 20-2942

RCA VICTOR

RCA RECORDS

Programs

SEVENTH edition of "All Twin and Triplet Show," annual feature of Wilkins Amateur Hour" heard Sundays over WCAE Pittsburgh, was presented late last month before audience of 1200 persons. Program offers opportunity for talent from tri-state area. Two sets of triplets and 14 sets of twins entertained during hour-long show, emceed by Davey Tyson. Also featured on show were Bobby Doyle, ABC singing star, and Jack Logan, announcer and producer at WMAL Washington, who commutes to Pittsburgh each Sunday for show. Prizes of $200 were awarded by Wilkens Jewelry Co., sponsor of show since 1935. There were 200 sets of twins and 8 sets of triplets in audience. Response was so great, station reports, that repeat performance was scheduled for June 6.

Race Trailers

HORSE RACE films taken at Delaware Park by track stewards for use in catching fouls were turned into exciting commercial television trailers on WCAU-TV Philadelphia to advertise park's meetings starting May 31. WCAU-TV officials consider this type of commercial so entertaining that they look for auto race promoters, baseball, football and basketball teams, circuses, etc., to follow the format. Track signed for six such announcements and one ten-minute film period on WCAU-TV. John Gilbert Craig Adv., Wilmington, Del., placed the account.

Veterans' Feature

RADIO-ASPIRING veterans from Geller's Theatre Workshop, Los Angeles, are having opportunity to write, produce and act for new "Veterans' Workshop" program being offered half-hour weekly as public service on KFVD Los Angeles. Programs, made up entirely of original scripts by veterans, are transcribed.

'The Mayors Report'

THREE MAYORS of tri-city area of Holyoke, Chicopee and Springfield, Mass., are heard weekly over WACE and WACE-FM Chicopee, in new series titled "The Mayors Report." Each is given time to discuss problems confronting his particular municipality. Purpose of series, station reports, is to bring specific problems of each city to attention of citizens and to fuse together, figuratively, governments of three cities in some situations that might be solved by cooperation. Mayors of other area communities are to be heard on future broadcasts.

Record Releases

NEW TWIST to introduce latest record releases is featured by Jimmy Milne, m. c. of "Yawn Club," over WNHC and WNHC-FM New Haven. Beginning of every month one entire program is devoted to each record company sending in their latest monthly releases. One morning latest Decca records are featured, another Columbia, Capital, etc.

Fishing News

ON-THE-SPOT broadcasts from fields and streams of Northern California features unique fishing and hunting program launched by KSFO San Francisco, June 3. Besides providing outdoor-minded listener with tips on where to go, how to get there and what to use, Al Accardi, veteran woodsman, cuts magnetic tape recordings of actual fishing and hunting sequences, heard in delayed broadcasts. Weekly program is sponsored by Thomas A. Short Co., San Francisco (marine equipment).

Telecast of Premiere

FIRST TELECAST of world movie premiere was aired recently by KTLA Los Angeles. Telecast featured George Fisher, Hollywood commentator, interviewing notables as they entered Hollywood Paramount Theatre to see "Emperor Waltz" movie which also was telecast.

'Jesse James' Interviewed

WHEN 100-year-old man turned up in Lawton, Okla., claiming to be Jesse James, KSWO Lawton was quick to record an interview with the gentleman. Portions of the recording were used on "Headline Edition" over ABC, and entire interview was aired over KSWO. If the man is Jesse James, this will have been his first broadcast, station reports.

ABC Gets Rights

PROFESSIONAL basketball games played in New York's Madison Square Garden during 1948-49 will be televised by WJZ-TV, ABC New York video station to begin operations in August, the network has announced. About 30 games are scheduled. Exclusive rights also have been obtained by ABC to televise playoff tilts in the Garden.

'Opinion Please'

INFORMATION PROGRAM has started on CFCH North Bay, titled "Opinion Please." Questions used are submitted by listeners and residents of North Bay are asked their opinions on the questions. Opinions will be recorded on tape recorder at club meetings, soda fountains, pool rooms, and other places where people congregate, and later broadcast over the air.

KELLY REPLACEMENT

Alabama Farmer Takes Over As "R.F.D." Goes NBC

A 41-YEAR-OLD Alabama farmer, who was winning contestant eight times running on *R. F. D. America*, replaced Joe Kelly as permanent m.c. when the program switched from MBS to NBC June 6. New series originates at NBC Chicago studios at new day and hour, Sunday, 1-1:30 p.m. (CDT).

Primary factor behind Mr. Kelly's replacement on farm quiz show, according to spokesman at Louis G. Cowan's Chicago office, was that the quizmaster also is heard on network's *Quiz Kids*, which also emanates from Chicago two hours later. Decision was made at request of Miles Laboratories, Elkhart, Ind., which sponsors *Quiz Kids*.

New m.c. is Ed Bottcher, who never stepped before a microphone until March 25 when he appeared for the first time as a contestant on the farm program.

Show reportedly has been bought for the summer period by Ford dealers, which originally turned it down for the Fred Allen program.

RAPID PROGRESS SEEN FOR RADIO'S FUTURE

RAPID progress is foreseen for broadcasting in the next few years by Standard & Poors Corp., New York industrial analysts, in a forecast of the electrical equipment industry.

"As more television sets are marketed, increasing numbers of advertisers will turn to this medium, spurring improvements in both sets and telecasting," according to the forecast.

"Of considerable potential importance is the introduction of FM broadcasting under the Armstrong patents, finally approved for commercial broadcasts in 1941. FM and television are expected eventually to replace virtually all sets now in use, since relatively few sets capable of receiving such broadcasts have been sold. Combination radios including AM, FM and short-wave reception, plus a record player or wire recorder, are now on the market."

The analysis points to prospect of further gains in auto sets as radio becomes standard equipment in new cars, with similar gains for portable sets.

Standard & Poors sees an expanding market for tubes, with profit margins limited by pressure of radio manufacturers against price increases as a result of expanded productive capacity.

Sales of radio sets were estimated at 17,000,000 in 1947, having a value of $1,144,201,000, an average price of $77.

Special Hooperatings

C. E. HOOPER INC. has been retained by Broadcasters Guild to measure pattern of interest in top local programs in 10 key markets through country, according to James Parks, Hollywood vice president of the transcription organization. Intent of study is to determine possible formats which may be syndicated elsewhere to Guild's 124 member stations. Membership breaks down as follows, Mr. Parks explained: ABC affiliates, 30; CBS affiliates, 15; MBS stations, 27 and NBC, 13; 39 independent stations are also members.

Tune in Carnation Contented Hour
STARRING BUDDY CLARK
NBC
Monday, June 7
10:00 P.M. E.D.T.

SONS OF THE PIONEERS
Introducing Pecos Bill and singing
"BLUE SHADOWS" FROM
WALT DISNEY'S
NEW TECHNICOLOR MUSICAL
"MELODY TIME"

RELEASED BY RKO-Radio Pictures

New Rate Cards Issued On CBS-Owned Outlets

FOUR CBS-owned stations have just issued new rate cards, highlights of which are retention of Class A evening hour base rates, "adjustments" in rates for certain time segments, and elimination of the dollar volume discount.

The new rate cards became effective June 1 at WCBS New York, WEEI Boston, WCCO Minneapolis, and WTOP Washington. The cards were mailed on May 25 to agencies and clients, with an explanatory letter by Carl J. Burkland, general sales manager. Advertisers may continue on the old rate basis all business contracted before June 1, Mr. Burkland said.

LABOR SETTLEMENT
Station Manager Turns 'Mediator'

RADIO MANAGEMENT assumed a new role when George Volger, manager of KWPC Muscatine, Iowa, found himself as "mediator" in a local labor dispute.

AFL Machinists and Foundry Workers had been on strike for over three weeks against the Carver Pump Co. plant in Muscatine. A federal conciliator met three times with union and company officials but failed to reach a settlement.

Roy Luce, news editor of KWPC, had been in constant touch with the company and the union and had carried news of the strike on all newscasts. Mr. Volger and Mr. Luce found they were being consulted by both groups, and when the third mediation attempt failed, Mr. Volger invited representatives of the union and company to meet at the station's offices in an effort to settle the strike.

In an hour and fifteen minutes after the meeting started an agreement was reached and in three hours the rank and file union members had voted to accept it. The plant reopened and KWPC received letters of thanks from the unions and from the management of the Carver plants.

THE SURNAME Lackey is synonymous with radio in Kentucky, where three Lackey brothers manage three AM-FM stations. Station managers (l to r) are F. Ernest Lackey, WHOP WHOP-FM Hopkinsville; W. Prewitt Lackey, WPAD WPAD-FM Paducah, and Hecht S. Lackey, WSON WSON-FM Henderson. Pierce E. Lackey is president of the licensee companies of all of the stations.

Ad Research Associates Open at Salt Lake City

TO further advertising research, market and product analysis in the Intermountain area, Frances H. Peterson, Robert E. Segil and William D. Rice have formed Advertising Research Assoc. at 200 Boyd Park Bldg., Salt Lake City, Utah. The firm states that it is prepared to offer business firms and service organizations its services of advertising research and planning; and product and marketing analysis.

At present Advertising Research Assoc. is conducting a sample survey in Salt Lake City area, comparing the "pulling power" of local and national advertisers, as well as readership surveys of the three local papers. Plans are under way to conduct continuous and complete survey for subscribing businesses.

Gen. Parks to Hawaii

MAJ. GEN. FLOYD L. PARKS, who has been chief of the Army's Public Information Division in Washington, D. C., has been given a new assignment as Chief of Staff, U. S. Army, Pacific, and will be stationed at Fort Shafter in Hawaii, the Army has announced. Gen. Parks' successor as public information chief will be Maj. Gen. Bryant E. Moore, who has been commanding U. S. troops at Trieste.

News

RAY SCOTT, formerly with production department of WZIP Covington, Ky., has been appointed farm director of that station. **DICK PERRY**, former "FM" newsman, has joined news department of WZIP.

BOB REYNOLDS, former sports director of WFDF Flint, Mich., has joined WTCB Flint, as director of sports. With WFDF for three years, Mr. Reynolds previously was sportswriter with "Springfield (Mass.) Union." At WTCB he will handle major sports broadcasts as well as own daily show, "Spotlight on Sports."

Mr. Reynolds

ROLF KALTENBORN, son of commentator, **H. V. KALTENBORN**, and Republican nominee for Congress from Sixth Florida District, is to come north next month to help his father in broadcasting Republican National Convention at Philadelphia.

RENWICK SMEDBERG, formerly with "Oakland (Calif.) Tribune" and California Public Utilities Commission, has joined KGO San Francisco news department. He replaces **F. E. WINTER**, resigned.

EDWARD SWEENEY has joined WGN-TV Chicago, as assistant to **JACK BRICKHOUSE**, sports service manager.

LOCKWOOD DOTY, news director of WCON Atlanta, Ga., has been initiated into U. of Georgia chapter of Sigma Delta Chi, national professional journalistic fraternity.

GORDON E. SMITH of Chicago, student at Medill School of Journalism, has been awarded first WGN-TV Chicago-Northwestern U. television news interneship [BROADCASTING, May 24]. After his graduation from Medill in June, Mr. Smith will be under supervision of **SPENCER ALLEN**, WGN-TV news department head, and will be trained in newsreel photography, film editing, title and continuity writing, narration and news production and broadcasting.

LOU MOORE, formerly with WMPW Portland, Me., has joined news room of WONS Hartford, Conn., succeeding **BILL McLAREN**.

RALPH L. HAMILTON, student at Ohio State U., has been named to assist with broadcasting of farm programs over KDKA Pittsburgh during summer months. Appointment is in accordance with recently-inaugurated KDKA Agricultural Scholarship. Mr. Hamilton was one of three winners.

WSAV-FM Now Occupies Its Oatland Island Plant

OPERATIONS of WSAV-FM Savannah, Ga., were switched over to its expanded transmitting plant on Oatland Island June 1, according to Harben Daniel, president and general manager of WSAV Inc., parent organization.

Interim operation of the station over the past year and a half has been conducted from a transmitter located atop the Liberty National Bank Building in the city's downtown area. With its move to the island, site of WSAV's AM plant, the FM station boosts its power to the maximum authorized 15 kw on Channel 262 at 100.3 mc. Studios of both the AM and FM operations continue in the bank building. The FM operation is supplemental to the AM service of the company.

Use kglo

KGLO gives dominant coverage of a prosperous rural-urban market —ideal for testing!

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

. . . 1948 . . .
New— —Original
SPECIAL FEATURE PROGRAM CAMPAIGNS
Producing more new accounts . . . and station revenue . . .
Than Ever!
In hundreds of cities and towns . . .
IN OVER 18 STATES!
Inquiries invited anywhere!
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(Joe—Nick—Lou)
727 Meriden Rd. Waterbury 63, Conn. SINCE 1936 P. O. Box 1224 Denver, Colorado

Allied Arts

LARRY HARDING, veteran New York radio producer-director and until recently program manager of WVET Rochester, has opened his own office for general promotion and production in Western New York state area, operating in Rochester, Buffalo and Syracuse.

FRED ROSEN, former executive director of Asia Institute, has joined directors of World Video Inc., New York, as program producer.

EVELYN LAWSON has resigned as public relations director of Laffmovie Theatres to specialize in television and motion picture accounts. Her office is to be located in Chanin Bldg., 122 E. 42nd St., New York. Miss Lawson is a former public relations director of WABD New York.

C. P. JAEGER, former vice president in charge of sales for ABC, with whom he was associated for five years, has joined Douglas Leigh Inc., New York, outdoor advertising displays, as a vice president. He previously was a vice president of Audience Research Records Inc. for more than two years.

PADULA PRODUCTIONS, New York, new television production firm, announced last week that it has acquired rights from Simon & Schuster, publisher, to prepare television package on "The World's Great Letters," edited by M. Lincoln Schuster. **EDWARD PADULA** and **THELMA A. PRESCOTT,** former producer-directors for NBC television, are heads of the new video company.

PRODUCTIONS FOR TELEVISION Inc., new video package firm in New York, announced last week that it has been appointed consultant for Emil Mogul Co., New York. Company is currently preparing one-hour shows for Canadian Fur Corp., and one- and two-minute commercials for same client, and also for Adler Shoes for men, and National Shoe Stores.

ROGER WHITE PRODUCTIONS, New York, has packaged new quarter-hour comedy situation television show titled "The Smith & Dale Sketchbook" and featuring comedy team of Joe Smith and Charlie Dale.

JESSE H. BUFFUM and **V. ALLBEURY** have been named camera representatives for Telefilm Inc., Hollywood, on foreign assignments for firm's weekly television release, "Telefilm Snapshots." Mr. Buffum has been assigned to South Seas; Mr. Allbeury will photograph in Australia.

STAR FEATURES SYNDICATE, which currently prepares "Little Things About the Stars," syndicated radio column used in about 300 papers, is offering television news service for U. S. newspapers. New television sheet includes features and pictures of weekly video highlights, and will be distributed primarily to newspapers in television centers, free of charge. Costs for service will be paid by television manufacturers, Star Features said.

Equipment

E. H. VOGEL, manager of radio sales division for General Electric from 1936 to 1939, has returned to company as member of staff of **DR. W. R. G. BAKER,** vice president and general manager of GE's Electronics Dept. Mr. Vogel's headquarters are at Electronics Park in Syracuse. He previously has been advertising manager for Kohler Industries, advertising and sales manager for RCA-Victor, and more recently vice president in charge of sales for Farnsworth Television and Radio Corp.

Mr. Vogel

ASSOCIATED RADIO SERVICEMEN of New York, newly formed group to provide radio service, has named WNEW New York as its "official station." Under agreement, WNEW will publicize ARS, and that organization will calibrate WNEW on all push button type radios they sell and sets they repair.

ELLIS L. REDDEN, manager of sales promotion and training, Crosley Div., Avco Mfg. Corp., Cincinnati, has been appointed director of advertising and sales promotion, responsible for all advertising media, sales promotional activities, training programs and Home Economics Dept. Mr. Redden, who joined Crosley last November, previously held similar position with Norge appliances, and was merchandising contact with McCann-Erickson, New York.

Mr. Redden

DONALD E. WARD, assistant sales manager of Reeves Soundcraft Corp., New York, appointed sales manager.

A NET profit of $1,139,244.03 after taxes, was announced by Emerson Radio & Phonograph Corp. and subsidiaries last week for the 26 week period ending May 1. Profit is equal to $1.42 per share on 800,000 shares now outstanding.

Six Grants in FM Authorized by FCC

CONSTRUCTION PERMITS were issued last Wednesday by FCC for two FM stations, including one Class A and one Class B outlet. CPs in lieu of previous conditions also were awarded for four Class B FM stations.

WXRA-FM, owned by Western New York Broadcasting Co., received the new Class B permit for Channel 277 (103.3 mc) with effective radiated power of 4.2 kw and antenna height above average terrain of 230 ft. The new Class A CP went to WJEM Springfield, Ohio, owned by Champion City Brodcasting Co. Facilities authorized were Channel 280 (103.9 mc), 1 kw ERP and antenna 90 ft.

The following were authorized CPs in lieu of previous conditions (power is ERP and antenna height is above average terrain):

WGNB WGN Inc., Chicago—Class B, Channel 254 (98.7 mc), 40 kw, 500 ft.

WNIQ Uniontown Newspapers Inc., Uniontown, Pa.—Class B, Channel 281 (106.5 mc), 2.2 kw, 1115 ft.

WHFM Stromberg - Carlson Co., Rochester, N. Y.—Class B, Channel 251 (98.9 mc), 20 kw, 500 ft.

WHKX United Broadcasting Co., Cleveland—Class B, Channel 264 (100.7 mc), 11.5 kw, 620 ft.

Darrell E. Yates, licensee of KRBA (AM) Lufkin, Tex., was granted application to reinstate his FM permit which expired in February. Facilities are Channel 281 (95.5 mc) with ERP of 2.9 kw.

Tacoma School District No. 10, Tacoma, Wash., was granted permit for new noncommercial educational FM station on Channel 219 (91.7 mc) with ERP of 3 kw and antenna of 450 ft.

RWG STRIKE NEARING; NEGOTIATIONS STYMIED

RADIO WRITERS GUILD moved in the direction of a strike last week when talks with an agency committee were broken off despite efforts of the U. S. Conciliation Service. However, it was indicated by Roy Langham, the union's national secretary, that no strike action will be taken until early fall, since many of the shows involved will be off the air until then.

Efforts of the RWG to negotiate individually with the heads of some 60 advertising agencies after negotiations with the joint committee were stymied, misfired because of unfortunate timing, Mr. Langham admitted. Letters suggesting such talks went out to the agencies shortly before the Federal agency entered the picture. Consensus of the replies was that individual action was out of place until conciliation had been attempted.

The Guild's contract conversations with agency representatives began last January. The agencies have steadfastly refused to recognize the RWG as collective bargaining agent for commercial radio writers, according to the union.

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Exact Measurements - at any time
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Bases—Ground systems—transmission lines, painting, erection, dismantling
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26 Years' Experience in Radio Engineering
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Washington 5, D. C.

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager: Good opportunity for extremely well qualified man to take full charge of midwest 1000 watt station. Present employees advised. Send photo, complete personal history and experience with first letter. Box 484, BROADCASTING.

Manager wanted for midwest station, 5 kw, affiliated with CBS. Write Box 703, BROADCASTING.

Salesmen

Wanted. Salesman. Excellent opportunity in midwest market of 175,000. Radio background and selling ability essential. Advise full details first letter. Box 661, BROADCASTING.

Will give old fashioned liberal commissions to experienced salesman. New local daytime station covering markets of approx. $30,000,000. Retail sales. Box 694, BROADCASTING.

Announcers

New England 5 kilowatt network affiliate seeks morning personality with proven—repeat proven—consistent audience pulling ability. Must be interested in permanency and furnish character references. Forward complete story, audition. No material returned. Box 618, BROADCASTING.

Help Wanted (Cont'd)

Two good operator-announcers. Require excellent voice but no operating experience necessary. Good pay forty hours. Confidential. Box 663, BROADCASTING.

NETWORK AFFILIATE

needs experienced master of ceremonies to announce and produce. Must be versatile, a showman and dependable. Send qualifications with transcription to Box 613, BROADCASTING. Outstanding opportunity for qualified man.

Prominent station in midwest can use outstanding announcer-producer. Also can use outstanding disc jockey looking for metropolitan market connections. Forward audition, photo and complete data sheet. Box 673, BROADCASTING.

Help Wanted (Cont'd)

Wanted—An announcer with some experience to begin work in June. Good working conditions and salary. Send full information first letter. Virginia station ABC Network local. Reply Box 674, BROADCASTING.

Experienced announcer capable of doing sports. Midwest regional network station offers splendid opportunity for versatile man. Good base salary. Talent extra. Send qualifications, salary expected, photo and transcription to WFDF, Flint, Michigan.

Immediate opening for good all-round top small station announcer. Better than average starting salary. Send disc, photograph, references. WDBC, Escanaba, Michigan.

Wanted: An experienced announcer. Network affiliate, upstate New York. Complete details first letter. Box 697, BROADCASTING.

Announcer—program director needed by network station principal Texas market. Must have selling voice, ability to handle people, highest character. Box 720, BROADCASTING.

Announcer—operator. Florida network station. If good announcer send disc. Box 676, BROADCASTING.

Technical

Wanted—Engineer with first class license and car. WPIK, Alexandria, Va.

Studio-transmitter engineer with first class license for pioneer upper midwest 5 kw network affiliate. Send photo, background, references, salary desired. Box 665, BROADCASTING.

Wanted—Engineer, minimum three years experience. State salary requirements, experience in detail and send photo. Box 664, BROADCASTING.

Get the experience of helping install 250 watt station and combination work. Prepare yourself for bigger jobs. Write WLOI P. O. Box 381, La Porte, Indiana.

Wanted: Engineer for 250 watt AM and 10,000 watt FM transmitters. Give complete background first letter. Box 687, BROADCASTING.

Combination operator-announcer, require experienced and good voice. $70. a week. WEGO, Concord, N. C.

Chief engineer of excellent character, high technical ability, stable temperament wanted by local in large southwestern city. Box 719, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas station. Box 721, BROADCASTING.

Production-Programming, others

By July 1, continuity writer who can announce. $225.00. Opportunity unlimited in expanding station. Send sample copy, audition disc, references first letter. KIFI, ABC, Idaho Falls, Idaho.

Texas station in beautiful resort city wants proficient secretary also capable writing selling copy. Box 722, BROADCASTING.

Program director with experience producing shows. Bursting with good ideas and drive to put them over. Air mail disc photo, background. Housing available. KPRK, Livingston, Montana.

Continuity director, 5000 watt Mutual and regional network affiliate. Immediate opening. KLO, Ben Lomond Hotel, Ogden, Utah.

TV ART DIRECTOR

To design and execute sets, handle props, letter title cards for leading television station in large Eastern market. Stage, film set or retail display experience helpful. Start $300 monthly with excellent future possibilities.

BOX 686
BROADCASTING

Situations Wanted

Managerial

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485 BROADCASTING.

Situations Wanted (Cont'd)

Administration, sales, liaison, special relations, station-relations, traffic, correspondence, 8 years experience including network and local operations. Presently employed as commercial manager of newspaper-owned station. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks notice. Box 440, BROADCASTING.

Independent station general manager past 5 years, 5 station city, available one month's notice. Previously salesman network station. Could invest. Box 4[illegible] BROADCASTING.

Successful manager available. Like mid-south. Proven operations, sales, programming. Civic-minded. Age 3[illegible] Radio since 1938. Announce, sell, will put your station in the black. Box 3[illegible] BROADCASTING.

General manager—outstanding record of administration in sales and programming. Minimum income $[illegible]. Box 554, BROADCASTING.

Have you just secured your CP and don't know how to proceed? I offer you many years experience in station management to plan, equip your future AM or FM station. I'll save you headaches and money in the long run. Available now. Go anywhere U. S. or Canada. We'll negotiate terms. Box 7[illegible] BROADCASTING.

18 years experience from announcer to manager. Fifteen years with same midwest network regional station—part ten as manager. Seeking good location to make home as manager or program director. Can be available immediately. Box 683, BROADCASTING.

Now general manager successful 250 watt station desire change. Consider manager or program director. Good references. Can bring engineers if needed. Available two weeks notice. No floaters. Box 714, BROADCASTING.

General manager AM-FM 20 years all phases radio available June 15 for similar post in right organization and particularly TV. Knowledge large and small stations in large, small markets and network station operations. Competent take charge from scratch, planning, construction, equipment purchasing thru to staff organizing and operation. Willing to go anywhere. Box 7[illegible] BROADCASTING.

Salesmen

Salesman—Now with New York City station. Excellent sales record. Interested in alive southwest station. Box 528, BROADCASTING.

Experienced salesman. Progressive station, small market. Modest requirements. Box 590, BROADCASTING.

Salesman experienced in network affiliate and both full and daytime independent operation, desires position with station in east or south, where hard work offers unlimited possibilities. Young, single, car, highest references, will travel, now employed. Box 671, BROADCASTING.

Announcers

Sports specialist—play-by-play, sportscasts. Sports writing background. Man to solve your problem if you desire to specialize in sports. Interested only in permanent job with chance for real advancement. Box 534, BROADCASTING.

Experienced announcer-salesman. Controls, newscasting. Married. Excellent references. Age 34. Available now. Box 619, BROADCASTING.

Graduate Radio City School of Acting and Announcing. Good knowledge of programming and copywriting. Familiar all phases of announcing, newscasting and disc shows. Ability will overcome inexperience. Will travel. Photo and disc upon request. Box 646, BROADCASTING.

Announcer—Young man, college graduate, two years commercial experience in major markets desires position offering real opportunity. Box 654, BROADCASTING.

Chief announcer at small market station wants crack at announcing job in larger market station. Young and dependable. Disc on request. Box 666, BROADCASTING.

Experienced baseball play-by-play, sportscaster, newscaster. Good commercial voice. Now employed at 50,000 watt station. Go anywhere. $85 week. Box 667, BROADCASTING.

Looking for a job?

Need personnel?

Have equipment for sale?

If so, an ad or two in BROADCASTING's classified advertising department will bring your message before 15,300 paid subscribers, who embrace every segment of the radio business.

All classified advertising will be given a blind box number unless otherwise specified. Your identity will not be disclosed.

RATES:

Situation Wanted 10c per word—minimum $1.00.

Help Wanted 20c per word—minimum $2.

All other classifications: 25c per word—minimum $4.

Display advertising $12.00 per inch, One inch and a half $18; Two inches, $24.00. Payable in advance.

On these rates what can you lose? Deadline 10 days in advance.

Say when.

Situations Wanted (Cont'd)

nnouncer: Experienced with commercials, newscasting, ad-libbing and copywriting. Familiar with advertising problems. Graduate from leading recognized radio school in Radio City. Can operate console. Will travel anywhere. Write ox 668, BROADCASTING.

Would you like an excellent 15 minute iddie show? Radio school graduate. Would like announcing spot too. Personality plus. West, midwest or southwest preferred. Will send material, disc and photo on request. Box 669, BROADCASTING.

nnouncer, 23, has six months experience. Versatile in all phases of announcing, lean toward disc jockeying. Available immediately. Box 672, BROADCASTING.

nnouncer-newscaster. Strong on commercials. Available immediately. Desire west or midwest. References. Bob Douglas, 745 East Foothill Blvd., Altedena California.

nnouncer — 3 years training. Six months experience. Single. Record shows, news, sports. General announcing. Console. Desire near New York. Available immediately. Write, phone, or wire Dave Teig, 335 Woodbine Street, Brooklyn, New York.

nnouncer—Versatile, trained. Understands languages. Wants business, showmanship-minded station. Experience? Actor only. Mellow enunciation, voice. Michigan 7077. J. Carbonne, 440 Schiller, Chicago, Illinois.

hicago vicinity desired by versatile announcer 24. Year commercial experience, veteran, college trained. Victor Petrolis, 2906 Emerald Avenue, Chicago 16, Illinois.

vailable 30 days notice for long term proposition, sports personality who will handle some staff work. Five years solid pre-and-post-war experience in metropolitan areas, excellent reputation and references. Daily sponsored sportscasts, all play-by-play. Special events, news, programming experience. Contract arrangement preferred, $4,500 annual guarantee. Box 682, BROADCASTING.

ong on ambition, short on experience. Qualified in commercials, newscasting, disc shows and sports. Knowledge of controls. Graduate of leading announcer's school in Radio City. Interested only in opportunity. Single, 24. Will travel. Photo and disc on request. Box 678, BROADCASTING.

nnouncer—Single, 28. Experienced play-by-play sports, newscasting, ad-lib and special events. Will travel. Bob Wilson, 1470 Warner Ave., Chicago 13, Illinois.

eed smooth announcer? First phone. Reliable, married vet, 25. Six months experience 250 watter. Seek chance for professional advancement. Prefer Los Angeles, San Francisco areas. Box 712, BROADCASTING.

ersatile and reliable 1 year experience. References, disc. Married and will travel. Stan Marshall, 4842 68th Street, San Diego, California.

xperienced announcer desires midwest position. Training in all phases of broadcasting. Box 710, BROADCASTING.

xperienced announcer, knowledge all phases broadcasting desires position in western market. Also has many character voices to be used in funny paper show or whatever you may have in mind. Minimum salary $60. 40 hours. Box 709, BROADCASTING.

eed an all around man? Veteran prefers small town affiliate. Experienced sports, news, and platters. Available soon. Reasonable salary. Box 706, BROADCASTING.

nnouncer — Some experience, needs more. Excellent voice. Best references. Vet. Box 705, BROADCASTING.

apable announcer. Experienced. Good news technique, broad musical background. Veteran, college. Available June 1. Box 692, BROADCASTING.

xperienced staff announcer, newscasts, record shows, commercials. Veteran. Will travel. Disc available. Box 691, BROADCASTING.

nnouncer 9 months staff experience, newscasting, commercials, disc jockey. Veteran, immediately available. East preferred. Box 690, BROADCASTING.

nnouncer: Ambitious, energetic, conscientious, young. Well trained, disc, on upon request. Byron Leith, 11321 Forest Ave., Chicago 28, Illinois.

oung vet desires position with midwest station; hard worker, two years' experience; can ad-lib. Box 689, BROADCASTING.

Situations Wanted (Cont'd)

Lehigh University student with 1½ years professional experience at local station wishes summer position. Available immediately. Will go anywhere. Paul Loewenwarter, 765 East 18th St., Brooklyn 30, N. Y.

Announcer — 2 years experience all phases, former program director small market network affiliate; news editor independent. Box 715, BROADCASTING.

Technical

Engineer 10 years in communications. 1st phone, car. Desires to enter broadcast field. Box 533, BROADCASTING.

Desire chief engineer position midwest or west. 10 years experience in construction, FM, AM directional antennae, audio facilities. Presently employed as technical supervisor. Age 35. Box 608, BROADCASTING.

Chief engineer FM station would like change to small, preferably new station. Experienced in installation, maintenance and operation AM and FM, also remotes and transcribing. Box 675, BROADCASTING.

Engineer—Installation and construction chief or transmitter 10 years experience broadcasting. Available immediately. 1423 Hedges, Independence, Mo.

Engineer — recent grad. Philadelphia wireless 1st phone. Married. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

Chief engineer — southwestern U. S., 250-1000 watts. Former instructor radio theory and shop practice National Schools of Los Angeles. Former marine radio operator, flight radio operator. Experienced construction, installation of shortwave equipment. Both first class commercial tickets, class A amateur. Married. References to interested parties. $75 week required. Box 685, BROADCASTING.

Television engineer. Eight years television experience—studio, transmitter, and field—plus 10 years AM and FM broadcasting. Age and experience ideal for heading your television engineering. Box 681, BROADCASTING.

Engineer. RCA grad, first phone. AFRS experience. Single. Will travel. Box 680, BROADCASTING.

First phone radio operator, one year transmitter experience. Wants any type of broadcasting job. Box 677, BROADCASTING.

AM transmitter experience. B. S., married. Will move. Box 569, BROADCASTING.

Experienced engineer, announcer, disc jockey first phone interested position 250 miles N. Y. C. Available immediately. Box 711, BROADCASTING.

Why be short of help during vacation time? Experienced technician and combination man desires summer employment. Two years college, veteran. Box 708, BROADCASTING.

Engineer—first phone desires permanent position in midwest or southwest. Box 701, BROADCASTING.

EX-AAF veteran; radiotelephone first; presently employed. Fifteen months experience fifty kilowatt transmitter. Ability for studio and announcing duties. Dependable, sober; married; car. Northeast preferred but not essential. Box 700, BROADCASTING.

Employed in broadcasting twelve years, chief engineer five, supervised construction and now chief of 1000 watt directional. Desire change, prefer middle west or south. Box 693, BROADCASTING.

Chief engineer, available immediately. helped put new station on air, 7 years radio, desires permanent position with progressive station. Box 424, Saxton, Pennsylvania.

Engineer, young man 22, single, RCA graduate 1948, 1st phone, 2nd telegraph. Ship operator 3 years in Merchant Marine. No commercial broadcast experience but ambitious to learn. Available immediately. Any offer considered. John Drake, 610 Park Ave., New York 21, N. Y.

Industrious N. Y. University electrical engineer. 20, ex-Army. Will go anywhere. Box 716. BROADCASTING.

Production - Programming, others

FRANKLY ON THE MAKE

for fulltime radio station with radio-wise staff. Presently employed as continuity director and woman commentator, but looking for greener grass. Young, attractive, quietly clever.

BOX 638, BROADCASTING

Situations Wanted (Cont'd)

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

Television aspirant. Young college graduate experienced radio and dramatics eagerly seeks opening in your TV station. Vet. Complete resume available. Can write, stage, direct, etc. Box 662, BROADCASTING.

Do you want a young man to learn the television business? I am production director and chief announcer at broadcast station now, but want to get into telecasting soon. Box 670, BROADCASTING.

Experienced young lady copywriter desires position in Pacific Northwest. Dorothy Duggan, 1045 Fifteenth Avenue Southeast, Minneapolis, Minnesota.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Continuity chief, New York AM-FM affiliates, latter programmed for two million people—five states, now located west coast. Background: selling copy, salable ideas, sponsor-contact, production. Desires: copy-production-sales position. Resume available. Stanley Siwek, 10320 Orange, South Gate, California.

Versatile writer-producer. Seeking opportunity in special events or television division alert station. Former foreign correspondent, has handled own forum show in Washington, produced network discussion program. Excellent background news, special events, dramatic scripts, publicity. Female. Write Box 684, BROADCASTING.

Wanted—Opportunity to learn small station radio from bottom up, concentrating on writing, production angles. Married veteran; Columbia grad; three years campus station. Start immediately. Box 679, BROADCASTING.

Copywriter—announcer, experienced and university trained, proven ability, control board knowledge, references from Mutual and ABC stations, available now. Summer work desired returning to university September 15. Write or wire Box 1017, Greenville, Texas.

Copywriter—1½ years experience, 2 years college, now available. Can also announce, disc-jockey, operate console. Good recommendations. Wire or air-mail Van Wickle, Box 271, Indio, California.

September 15, available for news editor position with progressive net-affiliated station west of central time belt in city 25-thousand population or more. Four years news; one NBC. Am newscasting at present. Salary $85. weekly. Age 29. College. Box 699, BROADCASTING.

After five years of punching buttons and reading gooey copy, I would like to try my ideas at selling and writing that copy. Until I prove my ability in this line, I am still willing to take a hand in announcing and operation. First phone license. Box 698, BROADCASTING.

Promotion manager—Now employed metropolitan 5 kw desires change. Married, veteran. Ten year's experience all phases radio. Proven ability. Box 696, BROADCASTING.

Sports authority—Played two years of minor league baseball as well as newspaper sportswriting experience. With my professional background and knowledge can accurately and interestingly describe play-by-play of all sports, as well as being help to any sports broadcast. Box 695, BROADCASTING.

Schools

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio and Theatre Arts

Announcing	*Theatre*
Newscasting	*Television*
Advertising	*Acting*
Script Writing	*Make-Up*
Radio Music	*Voice*
Production	*Diction*

Station Routine

Faculty of professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

Schools (Cont'd)

The SCHOOL of RADIO TECHNIQUE

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

For sale—150 foot Wincharger tower complete $750.00. Tempco 250 watt transmitter in original crate. FCC approved—ready for service, $1,250. Both F.O.B. Dixie Broadcasting Co., Jackson, Tenn.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.

TOWERS FOR SALE — AM, supporting FM and TV.

Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

Two General Radio frequency monitors, type 475-C, on a frequency 1450 kc and 1490 kc, available $250 each. Contact Bob McRaney, General Manager, Midsouth Network, Columbus, Mississippi.

FOR SALE
Immediate Delivery

8 new General Electric induction voltage regulators, type AIRT, Form M, 3 phase, 7.0 KVA, 220 volts, 184 amps, 50/60 cycle. Spec. No. 3263684, Ser No. 3263681-2-3-4-5-6-7-8, 10 per cent regulation, plus or minus, indoor type, boxed for export.

Fully equipped with contact making voltmeter, type TSB-20, motor control relay, automatic manual selector switch, manual raise and lower switch, control supply switch, output voltage testing terminal, limit switch, reversible motor, capacitor type, complete, good for 70 KVA load, fully automatic.

New List Price, $1810.00

Special Price, $450.00 each

These are very desirable units for radio broadcasting stations or small industrial plants where voltage regulation is required or needed, easy to install, just connect to power load.

Write us for any additional information required.

Electric Motor & Repair Co.
Raleigh, N. C.
Phone 2-2843

For Sale (Cont'd)

Complete Presto recording and playback equipment in console. Priced for quick sale. WNAR, Norristown, Penna.

RCA BTF-250A 250 watt FM transmitter, new condition, used 7 months. Two used WE 109A reproducers with spare 9A. One used Presto model L transcription playback. WPIK, Alexandria, Va.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Temco 250-GA transmitter FCC approved. On 1450 A-1 condition. Best offer takes complete. WDLB, Marshfield, Wisconsin.

New 250 watt station in exclusive Montana territory has 7 acres ground adjoining city. Address Earl F. McGinnis, Lewistown, Montana.

For sale: Gates limiting amplifier Model 28CO 2½ years of service. Good condition. RCA modulation monitor Type 66-A. Both ready for immediate shipment. Make us an offer. Box 496, BROADCASTING.

For sale: New 5KVA Sola Constant Voltage Transformer. Primary 95/190V. to 125/250V. Secondary 115V. at 43.5 amps 60 cycle. For $500.00 wire or write Chief Engineer, KBOW, Butte, Montana.

10 kw transmitter. Unusual bargain. Now available. Composite, conservative design. Wire or phone Mark Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

For sale: 250 watt independent station in exclusive, good western market. Superb equipment in own building. Terms arranged. Address Box 713, BROADCASTING.

For sale: Western Electric Reproducing Unit, postwar. Two arms and filters, three 9-A heads. $425.00. KWHW, Altus, Oklahoma.

For Sale (Cont'd)

5000 WATTS
6000 DOLLARS

Western Electric 5C Transmitter, modified to meet all FCC Standards. Guaranteed in excellent operating condition. First down payment check for $1000 buys it, for delivery soon, FOB Tacoma. Reply Box 1651, Tacoma, Washington

For sale: One uniform cross section guyed type radiator, 250 feet, with all necessary lighting equipment, flashing beacon, delivered to your transmitter site anywhere in the United States. Price $4,600.80. Box 707, BROADCASTING.

For sale: Federal one kw FM transmitter used 23 months. Excellent condition. Make offer to KOAD, Omaha, Nebraska.

Two (2) Presto turntables with amplifiers—in perfect condition—used less than year-and-a-half. Make offer. Box 704, BROADCASTING.

For Sale: One 1 kw Westinghouse FM transmitter with Wincharger 4 bay antenna. Reason for selling—increasing power. Complete price $8500.00 at shipping point. Box 688, BROADCASTING.

Robinson to Head New 4A Function

D. E. ROBINSON, vice president of C. J. LaRoche & Co. Inc., New York, and a director of Broadcast Measurement Bureau Inc., has been named chairman of the newly-formed Committee on Research for the American Assn. of Advertising Agencies.

The committee, one of the 12 appointed under a plan designed to streamline committee structure, will deal with research and fact finding problems. Members include:

Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Franklin Cawl, Kudner Agency, New York; Keo Currie, Needham, Louis & Brorby, Chicago; R. L. Edsall, James Thomas Chirurg Co., Boston; W. C. Edwards, D'Arcy Advertising Co., St. Louis; Jacob A. Emory, Leo Burnett Co., Chicago; Marion Harper Jr., McCann-Erickson, New York; Arno H. Johnson, J. Walter Thompson Co., New York; Peter Langhoff, Young & Rubicam, New York; W. J. Main, Ruthrauff & Ryan, New York; F. B. Manchee, BBDO, New York; J. C. Morse, Dan B. Miner Co., Los Angeles; H. N. Pasteur, The Cramer-Krasselt Co., Milwaukee; E. L. Van Riper, Sidener and Van Riper, Indianapolis; H. H. Webber, Foote, Cone & Belding, New York, and W. J. Wulfeck, Federal Advertising Agency, New York. Kenneth Godfrey is secretary.

McClatchy, M. D.

McCLATCHY radio stations and newspapers in California and Reno, Nev., have established a medical division, which will render service to employes on the job, conduct physical checkups periodically and offer any necessary emergency aid. The service has already been set up in the Sacramento station, KFBK, and the newspaper there. A similar service is planned for KMJ Fresno and the *Fresno Bee*; and at McClatchy stations in Stockton, Modesto, Bakersfield and Reno.

For Sale (Cont'd)

FOR SALE
250 WATT TRANSMITTERS
$865 Each
DELIVERED
Four modified and converted Temco 250 watt AM transmitters. Guaranteed to meet FCC specifications.
First come. First served. Act now.
BOX 723, BROADCASTING

Wanted to Buy

Approved field strength meter, reasonable. Box 580, BROADCASTING.

Wanted: One self supporting tower, from 300 feet to 400 feet, capable of supporting RCA four bay pilon antenna. Box 702. BROADCASTING.

Miscellaneous

Original subscriptions up to $15,000 available for new regional station in large Pacific Coast market. Are you interested? Correspondence confidential. Box 622, BROADCASTING.

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

STATION LOSING MONEY?
Turn management, programming, sales problems over to radio experts. On the spot consultant and sales service.
WRITE, WIRE OR PHONE 5451
STATION SALES & SERVICE
P. O. Box 1100
Southern Pines, N. C.

TWO New York newspapers will publish special television sections on two successive days in June: "New York Times" on June 13 and the "New York News" on June 14. WPIX, "News" TV station, is scheduled to begin regular program service on June 15.

LATE CLASSIFIED

Situations Wanted

Announcers

Chief announcer available end June wants good opportunity California nearby state, or Mexico. Prefers morning work; sings with records. Best of references. Please state tentative salary, shift; will send disc. Write Box 518, BROADCASTING.

Production-Programming, others

Program director independent station northeast wants position west coast or southwest. Free July 1. Experience all types announcing; can sing. Write Box 518, BROADCASTING.

Special Service for
Dallas and the Southwest

Philip D. Jackson

Clarence E. Wilson

All clients, particularly those in the Southwest, are receiving increased and faster service through our new Dallas office. Phil Jackson and Clarence Wilson are Resident Managers. They can be of immediate service to you if you are interested in buying or selling a radio property.

OKLAHOMA

One of the pioneer stations in Oklahoma. Fulltime, network outlet, located in one of the best farming and industrial markets of the state. A steady money-maker, but new management can materially increase profits. Only station in a rich and growing city.

CALIFORNIA

77 per cent of the stock of a major market fulltime California station for $100,000! This is one of the outstanding western opportunities. Station has all new equipment and fine plant. Excellent coverage of one of the great markets of America.

BLACKBURN-HAMILTON COMPANY, INC.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt fulltime network affiliate—the only radio in a young city of 10,000 population; trading center for 150,000 people. Quick assets of $40,000 and an earning power of better than $20,000 net yearly. Will bear fullest investigation as to equipment and income. Principals only—no brokers.

BOX 660, BROADCASTING

Technical

OMER S. SMITH, former engineer of WBT Charlotte, N. C., has been appointed chief engineer of WGFG Kalamazoo, and WJIM Lansing, Mich. **EARL STEPHENS** joined WGFG as chief operator.

JAMES N. FURNESS, formerly with WCBS-TV New York, has joined WATV Newark, as television operations manager.

ROY D. CAHOON, engineer of CBC at Montreal head-office, has been appointed regional engineer for prairie region, with headquarters at Winnipeg. He held this post some years ago before being transferred to Montreal and shortwave transmitter construction, now returns with opening of new 50-kw CBW Winnipeg, and 50-kw CBX Edmonton. **ALEC McDONALD**, technical operations staff of CBC Montreal, has been transferred to similar post at CBX, and is being replaced at Montreal by **JAMES P. GILMORE**, of CBR Vancouver.

BOYD BENHAM, former monitoring officer of FCC, has joined KFI Los Angeles, as television technician.

DICK WASHINGTON, former chief engineer at WEAM Arlington, Va., has joined WZIP Covington, Ky., in same capacity.

H. S. WATTERS has been appointed chief operator of CBK Watrous, coming from CBF and CBM Montreal. He replaces **RALPH L. REED**, who has been moved to CBX Edmonton.

JACK WELCH, control operator of WGFG Kalamazoo, Mich., is the father of a boy.

RIC. J. ROWE has been appointed supervisor general of operations, CBC studios Winnipeg, coming from CBK Watrous, where he was chief operator.

RAYTHEON MFG. Co., Equipment Sales Div., Waltham, Mass., has introduced new Raytheon VR-6000 line of catalog and custom-engineered automatic voltage stabilizers for precise AC line voltage stabilization.

J. B. MacDONALD, has been moved from CJBC Toronto, to CBX Edmonton, as transmitter operator.

Radio Workshop

APPROXIMATELY 100 students of Syracuse U. Radio Workshop attended on-the-scene demonstration of commercial radio May 26 during visit to studios of WFBL and WFBL-FM Syracuse. After tour of studios students heard a representative of each department outline work of his section. A question-and answer period followed.

A SPECIAL 15-minute broadcast was made via Farnsworth's WGL Fort Wayne, Ind., during three-day convention of Farnsworth and Capehart distributors held by Farnsworth Television & Radio Corp. Taking part in the program were (l to r): Milton Cross, announcer on Farnsworth's "Metropolitan Opera Auditions of the Air"; E. M. Martin, vice president of Farnsworth; E. A. Nicholas, president of Farnsworth; Tim O'Sullivan, WGL announcer; Philo T. Farnsworth, and William Norris, engineer.

TBA, CBS, KQV ADDED TO TV HEARING LIST

TELEVISION BROADCASTERS Assn., CBS and Allegheny Broadcasting Co., licensee of KQV Pittsburgh, have filed appearances for the June 14 hearing before FCC on proposed changes in the television allocation table. They are among the 70-odd interests on record for the proceeding, but are apart from the others in that no specific stand is indicated [See TELESTATUS REPORT, page 14].

TBA, which participated in the original allocation sessions, stated it wished to appear to make brief general comment on allocations. No details were presented.

CBS stated it has been doing experimental research on directional antennas in television as well as on video propagation characteristics and wished to appear to present data on these matters. The network, which has sold 55% of WTOP Washington to the *Washington Post*, plans to use a directional array for its proposed television station in the capital on Channel 12 (204-210 mc) [BROADCASTING, May 31].

Allegheny Broadcasting indicated it wished to file appearance should anything develop which would require its participation.

Seven Ziv Shows Bought By One Maryland Station

FREDERIC W. ZIV Co., Cincinnati, has announced the purchase by WHIP-FM Silver Spring, Md., of seven Ziv transcribed packages, beginning June 15. The series includes *Pleasure Parade*, *Manhunt*, *Sincerely, Kenny Baker*, *Lightning Jim*, *Boston Blackie*, *Easy Aces* and *Philo Vance*.

Sale of *Favorite Story*, starring Ronald Colman, to the Cincinnati Gas & Electric Co., through Stockton, West and Burkhardt Inc., also has been announced by Ziv. Also sponsoring *Favorite Story* in Cincinnati is the Cincinnati Public Utility Co.

Third year renewals for the following Ziv packages were also announced: *Calling All Girls* by M. O'Neil Co., through Jesop Adv. Co., Akron, Ohio, and by Robertson Bros. Dept. Store, South Bend, Ind.; *Barry Wood Show* in Dallas and Fort Worth, Tex.; *Korn Kobblers* in Little Rock, Ark.

KEY MILITARY personnel recently visited Motorola's Chicago plant for the purpose of studying manufacturing techniques and the problems of the radio industry relative to wartime production.

Turntable

CHARLES C. CRAIG, former national advertising manager of Exclusive Records, has joined International Recording Studios Inc., Hollywood, to assist **RONNIE AMES**, sales head.

DECCA RECORDS Inc. directors on June 1 declared a regular quarterly dividend of 12½ cents per share on the capital stock, payable June 30, 1948, to stockholders of record June 16, 1948.

OLIVER W. NICOLL, vice president and national director for U. S. of Towers of London, transcription firm, arrived in New York last week after month in London, during which he produced and directed number of dramatic shows adapted and aimed for U. S. transcription market. Among audition platters which he brought back are "Secrets of Scotland Yard" and "The First Gentlemen."

HOLLYWOOD RECORDED FEATURES Inc., 75 E. Wacker Drive, Chicago 1, should be added to the Transcription Directory in your 1948 BROADCASTING YEARBOOK. **R. S. Peterson** is president. Telephone: Dearborn 2841.

Mullen Formally Assumes New Post

Temporary Headquarters Set Up In New York Until Fall

TAKING OVER his new duties as president of the G. A. Richards stations a month ahead of schedule, Frank E. Mullen last Friday formally resigned as executive vice president of NBC. He had planned originally to leave the network on July 1.

Mr. Mullen is establishing his personal headquarters at the Chatham Hotel in New York until he removes to his new permanent headquarters in Los Angeles this fall. Meanwhile, he will divide his time among WJR Detroit, WGAR Cleveland, and KMPC Los Angeles, the Richards' station properties.

Sidney N. Strotz, administrative vice president of NBC in charge of television, already has taken over Mr. Mullen's duties in that field. He intends dividing his time between New York and Hollywood, retaining his position in charge of West Coast activities of NBC.

Harry Wismer, assistant to the president of the Richards stations, continues in that capacity under Mr. Mullen with headquarters in Detroit. Mr. Richards, who has been in frail health for several years, has ascended to the board chairmanship and is relinquishing all operating functions to Mr. Mullen.

27th Year of Radio Leadership in Utah

COMMERCIAL TELEVISION NOW!

KDYL's station W6XIS is now accepting commercial television programs and spots. Write or wire for details.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative
JOHN BLAIR & CO.

THE NATION'S MOST MERCHANDISE-ABLE STATION

WLW
700 ON YOUR DIAL

KFMB
sells
SAN
DIEGO
...better
than ever!
Now 1000
watts on 550 kc
Remember! More power
means more sales to
more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Promotion

HISTORICAL HIGHLIGHTS of Montana, told in pictures and story, have been compiled in colorful booklet titled "Montanarama" and distributed by Pacific Northwest Broadcasters, operator of the XL stations. This is the 11th year PNB has run the Montana Booster Campaign. Beautifully illustrated 32-page booklet traces colorful history of the state to present time. Center spread of booklet is illustrated "Treasure Trails" map. With each booklet is certificate signed by state governor stating that owner of booklet is "hereby ordered to appear in person at any of our ports of entry where you will be granted honorary citizenship in our great state and be given protection both from Indian attack and from road agents."

Promotes Personnel

CONTINUING its policy of promoting station personnel, WZIP Covington, Ky., has distributed folder containing program schedule of its "Symphony Hall" show. Reverse of folder features photo and copy on Steven Crane, writer-producer-announcer of program. Schedules are offered to listeners on show and also are used as inserts in all promotion and sales mailings throughout month.

RCA Exhibit

THE "SEE YOURSELF" television demonstration, by which persons can see themselves on television at RCA Exhibition Hall in New York City, will be duplicated by RCA Victor for visitors to the four-day Music Industries Annual Show at the Palmer House in Chicago beginning June 14. Company also will exhibit its complete line of radio and television receivers.

KYW Outing

AS PART of summer promotion activities, KYW Philadelphia will hold all-day outing for its listeners at Willow Grove Amusement Park on Aug. 18, with all station personalities on hand to amuse those attending. Station which drew 50,000 listeners to last three picnics at the park, will promote the affair with free admission tickets and reduced fare tickets for rides and concessions in the park.

Free Circus Tickets

LETTER WRITING contest has been featured by WHBC Canton, Ohio, on its afternoon show, "The Kiddies Korner." Listeners were asked to submit letters telling "Why I like to Attend the Circus," free tickets to circus were given to winners. Station awarded 150 circus tickets to its juvenile listeners.

WBBM Promotion

PROMOTION folder has been sent to the trade by WBBM Chicago, showing how "Every 15 cents gets you a dollar . . ." on WBBM. Inside spread shows man putting coin in microphone, turning a handle and dollar bills coming out. Station is promoting "Country Hour" show and states reasons why program is doing big business for its participating sponsors. Back and front covers carry out "dollar bill" theme with bills floating on background of tan.

Special Issue

36-PAGE special section of the London "Free Press" was issued on May 15 by CFPL and CFPL-FM London, Ont. in connection with opening of new studios and FM station. London "Free Press" owns CFPL. Section contained photos of staff, artists and studios of CFPL and explanation FM.

INS Mail Piece

COLORFUL mail piece has been distributed by International News Service, New York, promoting its video "Telenews" newsreel. Headed: "INS—The Best News Buy for Radio and America's Leading Television News Service," sheet features drawing of television tower with two circle cuts; one showing INS camera; other picturing video screen and viewers inside map of U. S.

'Greener Pastures' Contest

OFFICIAL opening of 1948 "Greener Pastures" Contest, sponsored by Oklahoma Farm Extension Service in cooperation with KVOO Tulsa, was held May 24. This marked beginning of KVOO Calvacade of Greener Pastures, five-day event at five major agricultural points in Oklahoma. Farmers, ranchers, suppliers and equipment salesmen gathered to inspect five best pastures and witness practical demonstrations on how to build greener pastures.

KRNT Sports Award

NEW TUCKER '48 car will be awarded by KRNT Des Moines to Des Moines Cub team member receiving greatest fan vote in season-long baseball player-popularity poll. Ballot has been printed in club's official game program so that fans may turn in votes during each game. Those not attending games may mail votes to Al Couppee, KRNT sports director. Ballots are counted after each game and results are announced every day on Mr. Couppee's sportscast and during game broadcasts. Scoreboard also is maintained at ballpark and results are announced over public address system. Elaborate ceremonies are planned for awarding of car to winner at ball season end.

Y&R Anniversary

ADVERTISEMENT of Young & Rubicam, national advertising agency, on occasion of its 25th anniversary, has been distributed to the trade in bound booklet form. Large silver-colored cover bears inscription: "There is no merit in being a year older unless one is a year wiser." Enclosed ad reprint is headed: "How Important Are 25 Years?" Seven basic points of agency's philosophy are listed along with chronological list of clients.

Girl Scouts' Radio Awards

GIRL SCOUTS are receiving instruction at WSYR Syracuse, N. Y., leading to radio merit badges. Station is cooperating with Onondaga County Council of Girl Scouts in conducting classes each Saturday morning at WSYR studios, until all interested Scout troops in area are served. Scouts receive certificates of proficiency in radio from the station upon completion of the course.

Prize—Free Baby Sitter

TWO WEEK contest with prize of a "baby sitting disc jockey" offered the winner is under way over WJBK Detroit. Listeners are asked to send letters in answer to question: "Why I would like Stuart Strand (disc m.c.) for a baby sitter." First and only prize for best letter is the disc jockey himself. He will offer his baby-sitter services free for six hours on any Saturday evening. Contest is featured on "House Party" show from 12:00-2:00 a.m.

NARFD Brochure

BROCHURE explaining purpose and program of National Assn. of Radio Farm Directors has been distributed to the trade by that organization. Two-page publication gives short history of NARFD, purpose of organization, qualification for membership, review of convention and meetings, list of committees and item concerning monthly publication, "RFD News."

'KILROY' AWARDS
AFN Listeners Choose Best Ten

TEN WINNERS of the first annual American Forces Network "Kilroy" awards were announced May 30 at Hoechst, Germany. Winners were chosen by ballot of American audience of AFN in U. S. Occupied Zone of Germany. Ballots were printed in *Stars and Stripes* and 23 unit newspapers published in the European Command.

The awards, signalizing the sixth anniversary of Armed Forces Radio Service, are reported to have been inspired by Academy Awards "Oscars." Plaques are now being made by Bavarian woodcraft artists and bear suitable inscriptions and a likeness of Kilroy peering over a brass plate bearing the winners name.

In their respective categories the winners, all AFRS shows, are: comedy program, Henry Morgan; dramatic, *Suspence;* Quiz program, *20 Questions;* educational, *Science Magazine of the Air;* musical, Fred Waring; orchestra, Vaughn Monroe; comedian, Bob Hope; Comedienne, Joan Davis; female vocalist, Jo Stafford; and male vocalist, Bing Crosby.

Winners have been notified by cable; later they will be presented with "Kilroy" plaques.

WPEN-Goodman Contest

CONTEST to find the "Schoolboy King of the Clarinet" among secondary schools in the Philadelphia area has been launched by WPEN Philadelphia and Benny Goodman, through Capitol Records Inc. Winner will receive new clarinet and case, to be presented by Mr. Goodman in special broadcast over WPEN.

Promotion Personnel

WARREN MIDDLETON, formerly with WLS Chicago, and recently announcer and salesman at KTUC Tucson, Ariz., has rejoined promotion department of WLS.

CHARLES WALLS has been appointed to public relations department of CBC Toronto, coming from CKTB St. Catherines.

MARK FINLEY, Mutual-Don Lee public relations director, has been elected director of Hollwood Advertising Club.

EVA MEYER, has resigned as KFI Los Angeles publicity director to be married. No replacement has yet been named.

IT'S ROUNDUP TIME

The Texas Rangers, America's foremost singers of Western tunes, are ready for the big summer roundup—The roundup to bring their large audience direct to your sales room. The Texas Rangers have a wide selection of favorite tunes, transcribed for top quality. Their hundreds of selections are as flexible as live talent. You can spot your sales messages to your own needs. In short, you are adding the Texas Rangers to your sales force. The price is scaled to fit your market and your station. You'll be highly pleased in songs and music . . . and in sales.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522
Gates Radio Company
Quincy Illinois

FCC Actions

(Continued from page 79)

Applications Cont.:

Frank E. McKinney and Robert H. Ackley in licensee by William A. Minkel Jr.

Transfer of Control

KBST Big Springs, Tex.—Consent to transfer of control to William J. Walsh, Mrs. R. W. Whipkey, Howard Barrett and Lewis O. Seibert, partnership d/b as Big Spring Bcstg. Co.

June 3 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WKOW Madison, Wis.—Granted renewal of license for period ending May 1, 1951.

WSUA Bloomington, Ind.—Same.

WSIV Pekin, Ill.—Same

Petition Denied

Denied petition of Clear Channel Bcstg. Service, filed May 13, requesting that to file comments in pending rule making proceeding proposing to eliminate grants of special temporary authorizations to standard stations. Denial order cites petitioner's failure to file comments and participate in oral argument heard May 7.

Assignment of CP

KERS Elko, Nev.—Granted voluntary assignment of CP from Herschel Bullen dba as Elko Service Co. to Elko Bcstg.

Transfer of Control

KSST Sulphur Springs, Tex.—Granted voluntary transfer of control of Hopkins County Bcstg. Co., licensee of KSST, from Howard S. Smith et al to Earle Fletcher, Truett Kimzey, Jack C. Elliott, Jim N. Edwards and J. Warren Day for consideration of $45,795 for 100% of outstanding stock (Comr. Durr for hearing).

WEAM WEAM-FM Arlington, Va.—Granted voluntary transfer of control of Arlington-Fairfax Bcstg. Co. Inc., licensee of WEAM and WEAM-FM, from J. Bernard Magruder et al to Harold H. and Meredith S. Thoms, for $67,500 for 100% of outstanding stock.

WVLN Olney, Ill.—Granted consent to transfer of control of Olney Bcstg. Co. from majority stockholder, Marshall H. Wolfe, in his own right, to trustee under voting trust agreement, who is same person, in his individual capacity.

WGIL Galesburg, Ill.—Granted consent to transfer of control of Galesburg Bcstg. Co. from O. N. Custer and S. Ordinger, both deceased, to Galesburg Printing and Pub. Co.

Assignment of License

KERO Bakersfield, Calif. — Adopted order granting consent to assignment of license from J. E. Rodman to Paul R. Bartlett and dismissing application for assignment to Kern County Bcstrs. for loss of $25,000 (Comr. Coy voting for hearing).

AM—740 kc

Humboldt-Milan-Trenton Bcstg. Co., Humboldt, Tenn.—Granted CP new station 740 kc 250 w D; engineering cond. and further subject to such interference, if any, that might be received in event of grant of pending application of Mississippi Projects Inc. for new station at Greenwood, Miss. Estimated cost: $5,000.

AM—1150 kc

Blue Ridge Bcstg. Co. Inc., Seneca, S. C.—Granted CP new station 1150 kc 1 kw D; estimated cost $19,263.

Hearing Designated

Griner Dillon Bcstg. Co., Bay City, Tex.—Designated for hearing application for new station 1350 kc 500 w D and made WBBC Flint party to proceeding.

AM—1310 kc

WGAT Utica, N. Y.—Granted CP change frequency from 1100 to 1310 kc, power from 250 w to 500 w-N, 1 kw-D, hours from D to unl.; install new trans. and DA-N and change trans. location (Comr. Sterling for hearing).

Waiver of Rules

WOBT Pelican, Wis.—Granted permission to announce station as Rhinelander, Wis., waiving Sec. 3.30(a) of rules.

Modification of CP

WMAK Nashville, Tenn. — Granted mod. CP to make changes in DA.

Petition Granted

Peninsula Bcstg. Corp., Pontiac and WTTH Port Huron, Mich.—Granted petition of The Fort Industry Co. (WSPD) Toledo, requesting that application of Peninsula Bcstg. Corp. be designated for hearing; and application of Peninsula Bcstg. Corp. for new station 1380 kc 500 w D and application of WTTH to change assignment from 1360 kc 1 kw D to 1380 kc 1 kw unl. DA-DN were designated for consolidated hearing; and petition of WCAR Pontiac, Mich., requesting that Peninsula Bcstg. application be designated for hearing because of alleged derogatory statements concerning program service of WCAR, was denied with understanding, however, that pursuant to Sec. 1.723 of rules, said petition be considered as communication relating to merits of application of Peninsula and that WCAR shall have opportunity to appear and give relevant evidence at hearing on said application.

CP Replaced

Boulder City Bcstg. Co., Ely, Nev.—Granted application to replace CP as mod. (which authorized new station 1230 kc 250 w unl.), provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour, and subject to painting and lighting proposed tower in accordance with specifications.

AM—1540 kc

Good Neighbor Bcstg. Co., San Antonio, and Metropolitan Bcstg. Co., Alamo Heights, Tex.—Accepted amendment of Good Neighbor Bcstg. Co. to specify 1540 kc 250 w D instead of 1240 kc 250 w unl. and ordered said application and that of Metropolitan removed from hearing docket.

Petition Denied

Coastal Bcstg. Co. Inc., Bay Shore, and WKBS Oyster Bay, N. Y.—Denied petition of Coastal Bcstg. Co. to designate for hearing its application for 1520 kc 250 w D at Bay Shore in consolidated proceeding with application of WKBS; and supplementary petition (treating it as petition for reconsideration of Commission's action granting further time within which to file application for mod. CP specifying site at Oyster Bay). Ordered that application of WKBS for mod. CP specifying trans. site at Oyster Bay be granted, subject to approval of trans. site and ant. system by CAA, and upon cond. that applicant submit proof of performance which indicates that proposed ant. system meets Commission's minimum efficiency requirements.

Michael M. Skodnick, partner and authorized agent of Yonkers Bcstg. Co.—Denied petition of Skodnick asking that Commission refuse to grant any further extensions of time to WKBS in which to file application for mod. CP.

Hearing Designated

WEEU Reading, Pa.—Designated for hearing application to change facilities from 850 kc 1 kw D to 850 kc 1 kw unl. to install new trans., change trans. location and use DA-N.

June 3 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

Bankhead Bcstg. Co. Inc., Russellville, Ala.—CP new standard station 920 kc 1 kw D.

AM—970 kc

The Montana Network, Billings, Mont.—CP new standard station 970 kc 5 kw unl. DA-N. AMENDED re changes in officers, directors and stockholders.

AM—930 kc

Surety Bctsg. Co., Charlotte, N. C.—CP new standard station 930 kc 1 kw-N, 5 kw-D unl. DA-N. AMENDED re changes in officers and stockholders.

AM—1430 kc

Overlook Hills Development Co., Steubenville, Ohio—CP new standard station 1430 kc 1 kw unl. DA.

AM—940 kc

Rev. John M. Norris, Red Lion, Pa.—CP new standard station 940 kc 1 kw D.

AM—1340 kc

Harrisonburg Bcstg. Co., Harrisonburg, Va.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency to 1340 kc.

AM—1260 kc

WHTN Huntington, W. Va.—CP change frequency from 800 to 1260 kc, hours from D to unl., power from 1 kw D to 1 kw DN install DA-N.

Modification of CP

WTNB-FM N. Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WMAL-FM Washington, D. C.—Same.

WQQW-FM Washington, D. C.—Same.

License for CP

WHOO-FM Orlando, Fla.—License to cover CP new FM station.

WSBF South Bend, Ind.—License to cover CP which authorized changes in existing FM station.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,676 licensed, 350 construction permits, 290 applications in pending file, 301 applications in hearing; FM—128 licensed, 113 conditional grants, 799 CPs (of which 410 are on air under special temporary authority) 50 applications pending, 41 applications in hearing; television—seven licensed, 101 CPs (of which 26 are on air), 255 applications pending of which 157 are in hearing.

Modification of CP

WEIM-FM Fitchburg, Mass.—Mod. CP new FM station for extension of completion date. Also mod. CP to decrease ERP from 18 to 9.05 kw, change ant. height.

WROW-FM Albany, N. Y.—Mod. CP new FM station for extension of completion date.

WAIW Detroit—Same.

WRRN-FM Warren, Ohio—Same.

KMUS Muskogee, Okla.—Same.

KRNA Okmulgee, Okla.—Same.

WKAP-FM Allentown, Pa.—Same.

WISR-FM Butler, Pa.—Same.

WJAS-FM Pittsburgh—Same.

WKJF Pittsburgh—Same.

WAGC-FM Chattanooga, Tenn. — Same.

KMHB Belton, Tex.—Same.

WRR-FM Dallas, Tex.—Same.

KLUF-FM Galveston, Tex.—Same.

WLPM-FM Suffolk, Va.—Same

WMAW-FM Milwaukee—Same.

WEMP-FM Milwaukee—Same.

WOSH-FM Oskosh, Wis.—Same.

WBEZ Chicago—Mod. CP for changes in non-commercial educational station to change ERP from 14.5 to 15 kw.

TV—198-204 mc

Leland Holzer, San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 3.0 kw aur. 1.5 kw unl. AMENDED to change vis. ERP to 30 kw.

TV—66-72 mc

The Daniels & Fisher Stores Co., Denver—CP new commercial television station on Channel 4, 66-72 mc ERP vis. 17.7 kw, aur. 9.1 kw unl. AMENDED to change ERP to vis. 16.3 kw, aur. 8.4 kw.

WICU Erie, Pa.—Mod. CP new commercial television station to change studio and trans. locations, change type equipment, decrease ERP from vis. 3 kw, aur. 1.5 kw to vis. 2.98 kw, aur. 1.48 kw.

Petition to Reinstate

C. C. Woodson d/b as The Lublock Television Co., Lubbock, Tex.—Petition to reinstate and amend application for CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.85 kw, aur. 0.9 kw unl. AMENDED to change frequency to Channel 3, 60-66 mc.

License Renewal

Applications for renewal of standard license filed by: WHOT South Bend Ind.; WKAY Glasgow, Ky.; KDMO Carthage, Mo.; WBTA Batavia, N. Y.; WJJM Lewisburg, Tenn.; KNOW Austin, Tex.; WSBR Superior, Wis.

APPLICATIONS DISMISSED

AM—1240 kc

WBAC Cleveland, Tenn.—CP change frequency from 1340 to 1240 kc. Request of attorney.

Assignment of CP

WHKP Hendersonville, N. C.—Voluntary assignment of CP to Radio Hendersonville Inc.

TENDERED FOR FILING

AM—1280 kc

KAYX Waterloo, Iowa—CP change hours from D to unl., frequency from 1090 to 1280 kc, install DA-DN.

Stock Transfer

WMIQ Iron Mountain, Mich.—Consent to transfer of stock owned by Frank J. Russell Jr., William F. Russell and Leo G. Brott in licensee corporation to Iron Mountain Pub. Co.

AM—790 kc

WCAW Charleston, W. Va.—CP change frequency from 1400 to 790 kc, increase 250 w to 1 kw, install DA-DN. (Contingent on WHTN change in facilities.)

Transfer of Control

WJJW Wyandotte, Mich.—Consent to transfer of control of FM station to Strauss Gantz.

Hearings Before FCC . . .

JUNE 7

AM—Hearing

WPAB Ponce, P. R.—For renewal of license.

JUNE 8

AM—Hearing

WWBZ Vineland, N. J.—CP 1360 kc 1 kw DA-N unl.

AM—Further Hearing

WLEU Erie, Pa.—CP 1260 kc 1 kw-N 5 kw-D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bestrs. Inc., Cleveland—CP 1260 kc 5 kw DA-2 unl.

Intervenor: The Yankee Network Inc.

JUNE 9

AM—Hearing

The Naugatuck Valley Bestg. Corp., Ansonia, Conn.—CP 690 kc 1 kw D.

Parties respondent: WOR New York, WNBC New York.

AM—Further Hearing

Community Bestg. Co., Corpus Christi, Tex.—CP 1400 kc 100 w unl.

Party respondent: KONO San Antonio.

JUNE 10

AM—Further Hearing

Enid Bestg. Co., Enid, Okla.—CP 1490 kc 250 w unl.

Leader Pub. Co., Guthrie, Okla.—CP 1490 kc 250 w unl.

Intervenor: KAKE Bestg. Co. Inc.

AM—Further Hearing

Grand Haven Bestg. Co., Grand Haven, Mich.—CP 1490 kc 250 w unl.

WMUS Muskegon, Mich.—Same.

Petition to intervene pending: WJEF Kalamazoo, Mich.

TV—Hearing

WRTB Waltham, Mass.—For television facilities.

Petition to intervene pending: New England Theatres Inc.

AM—Further Hearing

Petaluma Bestrs., Petaluma, Calif.—CP 1490 kc 250 w unl.

Walter L. Read, Petaluma, Calif.—Same.

Pacific States Radio Engineering, Pittsburg, Calif.—Same.

Intervenor: KXOA Sacramento, Calif.

JUNE 11

AM—Further Hearing

Journal-Review, Crawfordsville, Ind.—CP 1340 kc 250 w unl.

Parties respondent: WJOL Joliet, Ill.; WSOY Decatur, Ill.; WLBC Muncie, Ind.; WTRC Elkhart, Ind.

WEWS (TV) Repudiates Stromberg - Carlson Ad

WEWS (TV) Cleveland reports it had to repudiate an almost full page advertisement run in a local paper by Stromberg-Carlson Television. Ad predicted full scale TV coverage of Democratic and Republican National Conventions in Philadelphia.

WEWS, which has no coaxial cable or relay connections with Philadelphia, will have to depend on delayed film coverage of the Conventions — Stromberg-Carlson ad implied that direct coverage of the Conventions would be available in Northeastern Ohio, according to the station.

After seeing ad, station states, it went on the air to deny possibility of direct coverage and sent messages to all radio stations and newspapers in Northeastern Ohio stating that direct Philadelphia pickups were impossible and that WEWS would rely upon delayed film pickups.

At Deadline ...

SAN FRANCISCO TV HEARING TO RESUME IN WASHINGTON

RESUMPTION of San Francisco television hearings slated for June 21 in Washington. Final session expected to take one to two weeks.

In final phases of San Francisco sessions (earlier story, page 24) executives of 20th Century-Fox, one of five applicants, were queried on policy in event television programs came in direct competition with Fox West Coast theatre showings. Executives—Henry Wobber, Fox sales manager for 11 western states, and Richard Spier, division manager for Fox West Coast Theatres in Bay area—said they'd favor policy that appeared most profitable, but doubted such decision would ever have to be made.

Other witnesses — including Spyros P. Skouras, president of film company, and brother, Charles, president of subsidiary 20th Century-Fox Corp. of California—outlined plans for $350,000 studios and use of what they said would be some of Hollywood's best talent. Thirty-year lease of transmitter site on Mt. Tamalpais, near San Francisco, reported tentatively arranged.

Company spokesmen said they were sending cards to some 35,000 stockholders to determine citizenship in view of FCC 20% limitation on alien ownership of licensee stock.

KROW Oakland's bid for one of San Francisco area channels was presented by General Manager Wilt Gunzendorfer. He maintained local television station could best serve Bay Area.

STRATOVISION PROGRESS REVIEWED AT FCC SESSION

OFFICIALS of Westinghouse Eectric Corp. discussed Stratovision progress (see story page 21) and 500 mc experiments with FCC group Friday morning. Westinghouse plans to make appearance at Washington TV hearing to be held June 14 by FCC. FCC hearing on Pittsburgh TV applications, originally scheduled same day that city, postponed to July 19.

At Friday morning session were Commissioners Rosel H. Hyde and George E. Sterling and members of staff. Westinghouse represented by Walter E. Evans, vice president; John Steen, counsel; C. E. Nobles, Stratovision inventor; F. P. Nelson, Washington representative.

PHONE STRIKE AVERTED

POSSIBLE radio industry complications avoided when threatened nationwide long-distance telephone strike was averted by agreement on new contract last Friday for 23,000 workers in 42 states. Contract, signed by representatives of AT&T long lines department and American Union of Telephone Workers, for 21 months starting June 2, 1948, granted no general increase but allowed improvement of some night differential rates, increase in holiday, overtime and other compensations.

ALFRED H. (Doc) MORTON, president of National Concert & Artists Corp. and formerly with NBC, believed to have joined 20th Century Fox. He has had several talks recently with President Skouras, of studio.

AWARD OF RADIO TROPHY SET FOR AAW MEETING

RADIO advertising trophy will be awarded as highlight of 45th convention of Advertising Assn. of the West in Sacramento June 13-17.

Award, encouraging improved radio advertising through commercial programs and separate one-minute-or-shorter-spots, based on commercial excellence, creative originality, information imparted, effectiveness and listenability. Trophy is donated by Vancouver advertising and sales bureau. Certificate awards also offered. Contest, covering period from June 1, 1947 to June 1, 1948, open to stations, agencies, advertisers or individuals in 11 western states and Western Canada.

Television discussions will be featured during sessions to be participated in by more than 40 national business industry and educational leaders. AAW President Russell Zeller, Los Angeles, will preside.

TV PROCEDURE REAFFIRMED

FCC REAFFIRMED Friday its television allocation procedure and requirement of special proceedings to handle requests for changes in channel allocation plan. Commission denied Yankee Network plea to reconsider earlier denial of Yankee's petition to switch TV Channel 10 (192-198 mc) from Hartford to Bridgeport and combine applications of both cities in one consolidated hearing [BROADCASTING, March 29]. FCC indicated matter can be handled in hearing on proposed amendment of TV allocation table set June 14 [See TELESTATUS REPORT, page 14].

WBZ-TV TO BE DEDICATED

FORMAL DEDICATION of WBZ-TV Boston (Channel 4, 66-72 mc) takes place June 9, when station will expand local programming and join NBC's television network. Limited programming now in effect 12 noon-1 p.m. daily includes films and INS news pictures. Regular programming starting June 9 to include full evening schedule beginning at 7, plus big league baseball and other local events. No programming contemplated Mondays and Tuesdays except baseball, according to W. C. Swartley, WBZ station manager.

ON TRUMAN TRIP

FOUR network representatives are accompanying President Truman's swing through western states. They are Bryson Rash, ABC; Bill Hillman, MBS; John Adams, CBS; Fred Bourgholtzer, NBC. Two television crews are making trip. NBC has Joseph Vadala, engineer, and John Langanegger, sound; Telenews has Harry Tugander, engineer, and David McKee, sound.

JUDGE MILLER TO TALK

JUSTIN MILLER, NAB president, to address Kiwanis International convention at Los Angeles Tuesday morning on "Radio Broadcasting and International Understanding." Chairman of Kiwanis convention program committee is Victor C. Diehm, president and general manager of WAZL Hazelton, Pa.

NETWORK HEADS URGE SUPPORT OF ALL-INDUSTRY DRIVE

AFFILIATES urged to support drive for funds to raise $200,000 for All-Radio Presentation Committee in letters sent by N. Trammell, NBC president; Frank Stanton, CBS president, and Mark Woods, ABC president. Half of fund understood to be pledged for color-film promotion project promoting radio as an advertising medium and public service agency.

Victor M. Ratner, CBS advertising and promotion vice president, leaves June 15 for California to go into seclusion for two months. Loaned by CBS to promotion committee, he will write script and prepare basic material for film. Chairman of overall committee is Gordon Gray, vice president of WIP Philadelphia. Herbert L. Krueger, commercial manager of WTAG Worcester, heads finance committee. Main committee meets June 15 to draw up plans for presentation at NAB district meetings starting in late July.

NAB announced Friday that $30,000 of $200,000 needed had been paid in cash, with 150 stations contributing. Finance Committee following through on many verbal pledges.

Closed Circuit

(Continued from page 4)

June 30, when term of Comr. C. J. Du... expires. Best bet is status quo on Port Hu... case, with individual Commissioners clinging to original views, but anybody's guess as whether Mayflower decision will be retained, tossed out or modified.

BEFORE GOP policy committee decreed May 28 that independent agency nominations should not be confirmed this session, one press association polled Senate and found no serious opposition to confirmation of Frieda Hennock for upcoming Durr vacancy on FCC.

THIS WEEK is budget week at FCC. Chairman Wayne Coy, whose fame as wizard of the digits is well known in highest government circles by virtue of his stewardship as Asst. Director of Budget Bureau (1942-44), will allocate FCC's $6,310,000 appropriation on basis of "justifications" made by each department and section head. That's the way it is done at Budget Bureau and manner in which Congress handles it.

YOU DON'T have to pay your money to take your choice on speculation about movie deals premised upon TV. Reports were current last week (and promptly denied) that ABC might complete multi-million deal with Paramount to take over its studios and vast film library for TV production and syndication, with Paramount reducing its operations to several thousand theatres which it owns or in which it holds minority interests.

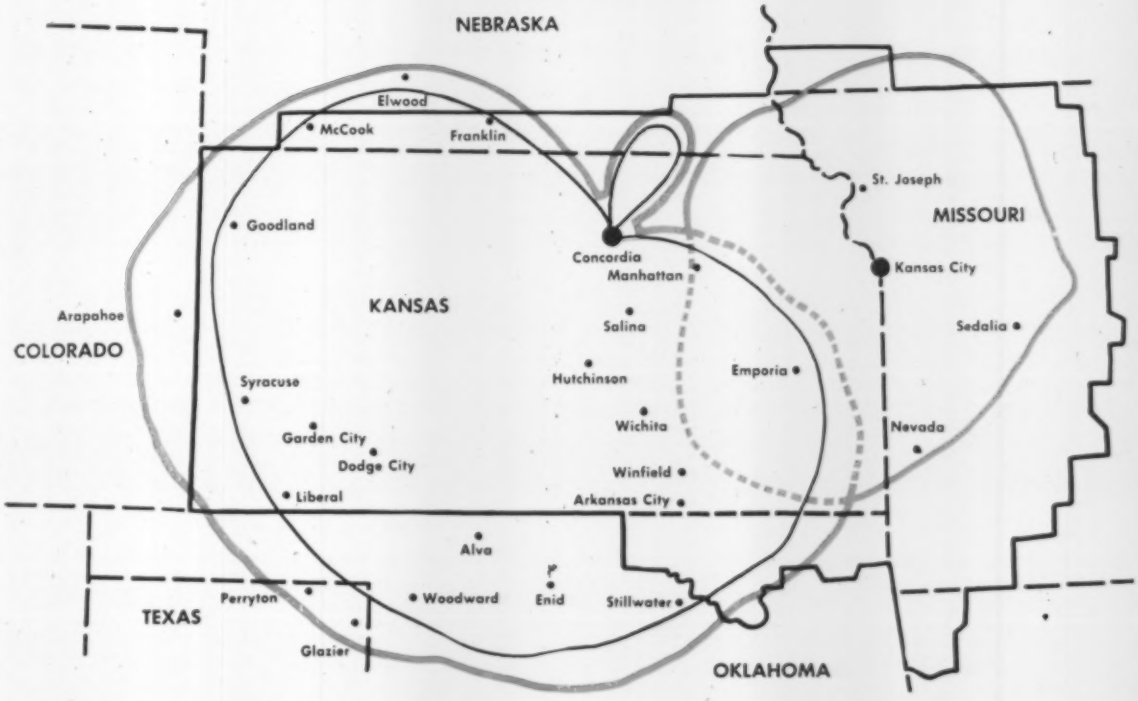
ANOTHER FCC Law Dept. member resigning to enter private practice: Theodore Baron, acting chief, Motions and Rehearings Section, Broadcast Division, June 14 to join radio law firm of Arthur W. Scharfeld, Washington. Bernard Koteen, FCC attorney, left this week (see story page 75).

MGM PLANNING television film division within short subjects department. Howard Hughes purchase of RKO stock expected to speed television activity on that lot since he is known advocate of medium's possibilities.

WE APOLOGIZE

(Publicly For The First Time!)

WE SOLD THE KMBC-KFRM TEAM SHORT by 35%



THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of The KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only ecomomical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Arthur B. Church
President

Free & Peters, Inc.
National Representatives

KFRM

THE KANSAS FARM STATION
IN THE HEART OF THE NATION

Programmed by KMBC from Kansas City